

# CHEMIST & DRUGGIST

the newsworthy for pharmacy

March 9, 1991

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CATALOGUE PAGE 372

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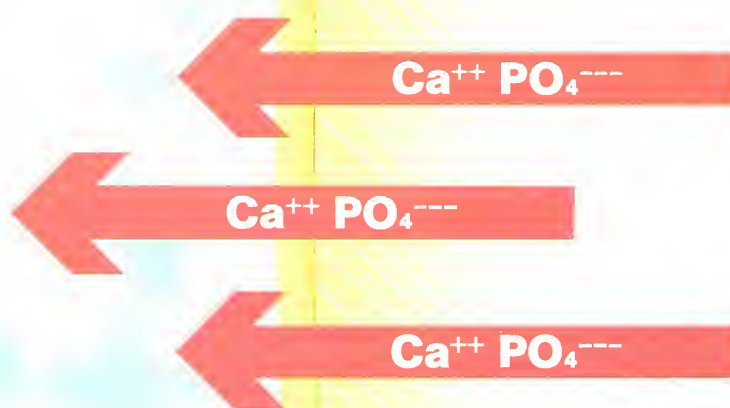
**Babycare before  
and after delivery**

## New research update

# Chewing stimulates saliva to aid remineralisation



Remineralisation – Net inflow of Ca<sup>++</sup> PO<sub>4</sub><sup>---</sup> into the enamel



Demineralisation – Net outflow of Ca<sup>++</sup> PO<sub>4</sub><sup>---</sup> from the enamel

After eating, elevated acid exposure can cause an outflow of calcium and phosphate from the tooth enamel, which may lead to demineralisation and decay. It is well documented that saliva has an important role to play in helping to prevent this process.<sup>1,2,3</sup> A recently published study demonstrated that the chewing of sugar-free gum for 20 minutes after eating stimulates saliva to promote remineralisation of experimental caries-like lesions.<sup>4</sup>

Now a new research study using experimental caries-like lesions has shown that the chewing of sucrose-sweetened gum for 20 minutes after meals and snacks significantly increased the mineral content of the lesions, compared to when gum was not chewed.<sup>5</sup>

While research on sucrose-sweetened gum continues, you can recommend with confidence the chewing of sugar-free gum for 20 minutes after eating to help your patients in the fight against tooth decay.

So consider Wrigley's Extra and Orbit sugar-free gums as valuable adjuncts to thorough brushing with fluoride toothpaste, a sensible diet and regular check-ups in maintaining good dental health.



**References** 1. JADA, 1988, **116**, 757-759 2. Gen. Dent Pract, 1989, July/Aug 3 Dental Update Supplement, 1989, 3-15 4. J Dent Res, 1989, **68**(6), 1064-1068.  
5. IADR, 1990, Cincinnati, Abstr.1217.



# CHEMIST & DRUGGIST

INCORPORATING  
RETAIL CHEMIST  
& PHARMACY UPDATE

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**Published Saturdays by Benn  
Retail Publications Ltd,**  
Sovereign Way, Tonbridge, Kent  
TN9 1RW  
Telephone: 0732 364422  
Telex: 95132 Benton G  
Facsimile: 0732 361534

**Regional Advertisement Offices:**  
**Manchester (Midland & North):**  
**Area Manager:** Brian Carter  
(061-881 0112)

**Subscriptions:** Home £83 per annum.  
Overseas & Eire £115 per annum including  
postage. £1.70 per copy (postage extra).



Member of the Audit  
Bureau of Circulations

MARCH 9 1991

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VOLUME 235 NO 5769

132nd YEAR OF PUBLICATION

ISSN 0009-3033

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# COMMENT

Everyone is fully aware of the power of advertising. It is because of this that advertising on the broadcast media is rigorously controlled by the Independent Television Commission and the Radio Authority. Press advertising is watched over by the Advertising Standards Authority. All these bodies do a good job on behalf of the public, protecting their interests against commercial excesses while allowing publication of sufficient balanced information, which the public can either reject or accept.

At present the European Parliament is seeking to establish parameters to control the advertising of medicines to the public in Member States. It has voted against a complete ban on the use of radio and television, but is insisting on very detailed information about the medicines being carried in all advertisements along with promotional material. The full extent of the minimum information required is given on p360, but it is closer to some UK prescription medicine pack inserts than the data commonly supplied on over-the-counter medicine labels which is comprehensive, though direct and succinct.

For years the Proprietary Association of Great Britain has voluntarily administered its own stringent code

controlling both the labelling of OTC medicines and their advertising on behalf of industry, thus relieving Government of that role. Legislation has now been introduced but PAGB still fulfills its earlier role. That its pre-vetting of pack labelling and advertisements is effective is shown by the few instances of complaints to the ASA about medicine advertisements that are made in the first place, and then upheld, compared with the much larger numbers made and sustained for other product groups.

UK research on the recall of differing levels of information in television advertisements for OTC medicines showed that detailed label-type information of the sort favoured by the EC made an impact but elicited a poor recall of specific content. However, an exhortation to "Always read the label" brought about the desired response. If full text advertisements tend to confuse or to breed overconfidence they are useless and potentially dangerous. Much better that the EC insist on an additional exhortation to ask the pharmacist for advice on taking OTC medicines, reinforced by similar wording on-pack. No one in the OTC medicines business can be pleased with the direction the EC is moving in.



# Adverts: EC to consider detailed information

The Economic and Monetary Affairs Committee of the European Commission has accepted a proposal that advertisements for medicines on television, radio and in the Press, must carry detailed information.

There has been growing support among MEPs that broadcast media is not suitable at all for the advertising of medicines. However, the Committee rejected calls for an outright ban on radio and television advertising.

EMAC proposals state the following minimum information must appear in advertising:

- Name of product
- Information necessary for correct use including indications and an express invitation to read the package leaflet
- All contra-indications

- Principle side-effects
- Appropriate precautions
- Possible interactions
- Other special recommendations

- The statement "For risks and side-effects ask the doctor or pharmacist".

EMAC's proposals will now go before the lead Environment, Public Health and Consumer Protection Committee on April 4-5 and are scheduled to go before the full Parliament in May.

The Proprietary Association of Great Britain is opposed to the use of detailed information in advertisements. Their research shows that consumers are unable to take in so much information, are confused by it and in trying to take it in, miss even the basics of what the product is for and its name.

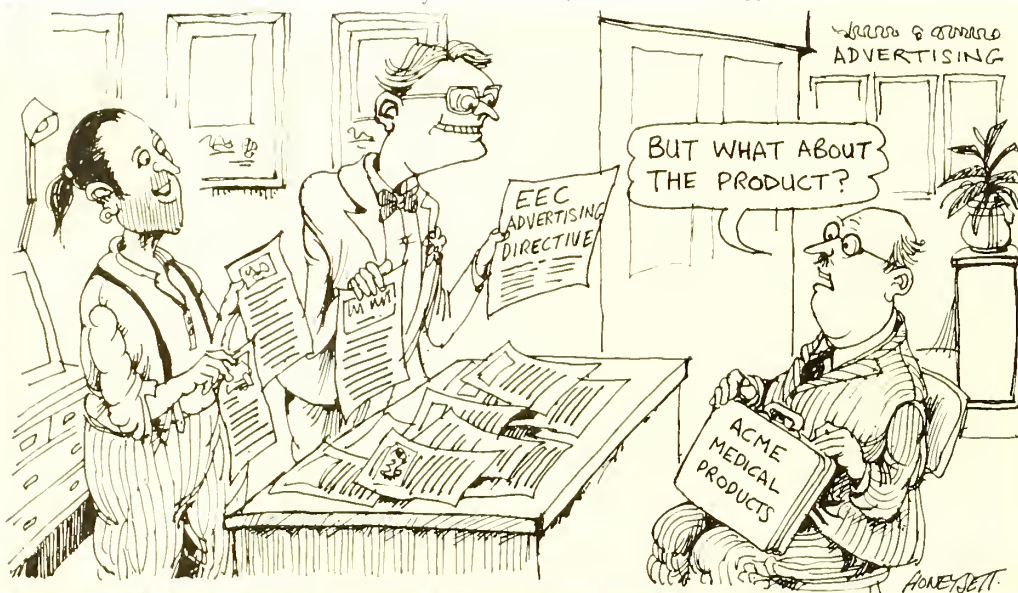
Katy Fitzsimon told *C&D*

PAGB favours inclusion of a statement "Always read the label/leaflet" and will be lobbying MEPs to table amendments to that effect.

The UK Consumers' Association has told the EC that it remains to be convinced of the usefulness of providing detailed product information in consumer advertising.

- A ban on the advertising of Pharmacy medicines direct to the public will be discussed at the Branch Representatives Meeting of the Royal Pharmaceutical Society on May 16.

Glasgow & West of Scotland Branch believes television and Press advertising results in consumers asking for products by name, sometimes inappropriately, without asking the pharmacist's advice.



## BBC1's 'QED' supports DRF findings

The BBC1 programme "QED" screened last Wednesday, the day the Dietary Research Foundation's study on vitamins and IQ was published, has come out in support of the results.

"QED" explained how the research came to be carried out, and presented results of other conflicting studies. One study in Dundee found that supplementation with vitamins and minerals had no significant effect on children's intelligence; another in Belgium showed that some children benefit, but attributed this to greater

concentration levels.

The DRF study involved 615 children in four schools in California. They were assigned to four groups, one given placebo and the others given supplements based on 50 per cent of the US recommended daily allowance, 100 per cent and 200 per cent, for 12 weeks.

Results of non-verbal tests showed that there were significant improvements in IQ — an average of +4 IQ points. One test in particular showed that with the 100 per cent RDA formula, 45 per cent of the children improved by

an average of +20 points.

The researchers concluded that vitamin and mineral supplementation has a beneficial effect on some children, specifically those who are deficient in these nutrients.

"QED" said that the implications of this research was explosive. Millions of children may not be getting a diet adequate for full intelligence functioning, and RDAs may need to be raised.

Booker Nutritional Products' Vitachieve, based on the 100 per cent RDA formula, has been launched (see p364).

## Prison claim denied

A report in *The Independent* that the Prison Medical Service would, in effect, be abolished this year, has been dismissed by the Home Office as "speculation".

The article claimed that the Home Secretary had accepted the main recommendations of an internal Home Office scrutiny report proposing that NHS doctors and nurses should be brought in to care for prisoners. Prison governors would be able to buy pharmaceuticals and specialist medical treatment from district health authorities and the Prison Medical Service would act merely as a purchaser, not provider, of health care.

A Home Office spokeswoman told *C&D* on Tuesday that most of the scrutiny report's proposals had been agreed, but only in principle and she was unable to disclose which ones. The proposals were being examined more closely and a progress report was expected by the end of April. The *Independent* report should be taken with "a large dose of salt", she added.

The Royal Pharmaceutical Society's Council decided recently to seek an urgent meeting with representatives of the prison service to discuss the plight of its pharmaceutical services (*C&D*, February 16), which have been criticised.

A meeting is to take place soon with the prison service medical officer and the Society has already discussed the matter with the Department of Health.

## Incontinent findings

More than 10 per cent of the over thirties suffer from incontinence, with twice as many women as men sufferers, according to a MORI survey of 4,007 respondents.

The likelihood of bladder problems increases with age, with 10 per cent of the over sixties suffering compared to only 3 per cent of those in their thirties.

Concern, embarrassment and worry were some of the main reactions expressed by sufferers, with 30 per cent possibly "suffering in silence". Less than one in five discussed the problem with their spouse, and less than one in ten confided in a member of the family or friend.

Although the most common action was to visit the doctor, only 56 per cent did so immediately; 15 per cent went later.



## PSNC hold GP session

The Pharmaceutical Services Negotiating Committee has taken steps towards improving the relationship between GPs and community pharmacists by holding a pilot study session for vocational GP trainees.

The session took place at the West Cumberland Hospital, Cumbria on February 27 and could be offered nationwide.

At the meeting, PSNC member Alan Tweedie focused on the importance of teamwork between doctors and pharmacists in improving both patient services and efficiency in the NHS. Pharmacists can help improve cost-effective prescribing and help develop formularies.

Community pharmacist Colin Doorbar pointed out that pharmacists were in a unique position among healthcare professionals as they regularly see large numbers of healthy people.

It is hoped that this format will be used for other groups throughout England and Wales.

## Script fee on 1 in 5

Stephen Dorrell, Under Secretary for Health, told the Commons on Tuesday that an individual prescription charge is paid on only one item in every five dispensed.

He countered Labour's accusations that the charge was causing hardship by reaffirming that those on low incomes were entitled to free prescriptions.

Dame Jill Knight (Con) said many pharmacists believed there was still a large degree of overprescribing. She claimed there were millions of pounds of unused drugs still lying in bathroom cupboards.

Mr William Waldegrave, the Health Secretary, said proposed indicative prescribing targets had already made an impact on overprescribing.

Virginia Bottomley, the Health Minister, stated the latest forecast of spending on drugs in FHSAs in 1990-91 was £2,116m. This was an increase in real terms of 1 per cent over the out turn for last year and marked a slowdown in the growth rate of such expenditure.

■ Mr Dorrell assured Mr Michael Colvin (Con) that changes in the licensing fees for natural medicines would be designed to avoid driving small producers out of business. He denied any interim increases were planned.

## SKF: Harris — no injunction

Smith Kline & French have failed to obtain an immediate High Court injunction banning Harris Pharmaceuticals Ltd from marketing cimetidine following their takeover last year by an American corporation.

In January, SKF gave written notice that they intended to terminate Harris's licence of right to manufacture, import or sell cimetidine obtained soon after such licences became available three years ago.

But last Friday Mr Justice Hoffmann dismissed SKF's application for immediate summary judgment on their claim that they had the right to terminate the licence because Harris had become an "affiliate" of, or under the direct or indirect control of, another company "operating in the field" covered by the licence.

The judge ruled that SKF

could not succeed in their argument without a full trial of the issues. He gave Harris unconditional leave to put in a defence to the action.

At the end of last year, Harris were taken over by the Ivax Corporation of Florida, one of whose subsidiaries, Best Generics Inc, trade in generic pharmaceuticals in the USA though they do not deal in cimetidine, which will continue to enjoy full patent protection in the USA until 1994.

SKF claim they are entitled to terminate Harris's licence because the latter became an "affiliate" of Best Generics who operate in the field covered by the licence — ie the pharmaceutical business generally.

The contrary argument is that the "field" covered by the licence is restricted solely to the making and selling of cimetidine.

SKF are also seeking injunctions, pursuant on termination of the licence, requiring destruction on oath of stocks of cimetidine held by Harris and banning any future sales.

The judge said that, even if SKF succeeded at full trial in their claim to be entitled to terminate Harris's current licence, they would not be entitled to an injunction which would have any effect on Harris's applications for further licences of right, which are due to be heard by the Comptroller of Patents next week.

If Harris got a new licence, the court might well refuse to order the destruction of stocks made under the old one, but leave them to be disposed of under whatever new royalty rate was due to SKF. An order for destruction would cause loss to Harris without any benefit to SKF, he said.

## NPA calls for pay for counselling provision

Pharmacists should be paid for allocating selling space for counselling drug abusers and displaying health-related literature, concluded the NPA Board at its February meeting, after discussing a Royal Pharmaceutical Society document on services for drug misusers.

The document outlined the need for a comprehensive pharmaceutical service, which should include counselling and distribution of health education literature, as well as dispensing of prescriptions, and needle and syringe exchange schemes.

The need for counselling areas was recognised but the Board understood the reluctance of members to allocate space without payment, and hoped that the Department of Health would consider this in its working party's report on the future role.

**Europe — pricing and reimbursement of medicines:** The NPA has re-examined its position on generic substitution and original pack dispensing in response to an EC discussion document on pricing and reimbursement of medicine.

If any system of generic substitution were to be introduced it must include satisfactory safeguards for the profitability of the pharmaceutical industry. Account also must be taken of the

possibility of variance in bio-availability, and doctors must be allowed the freedom to insist on a particular product, if it was in a patient's interest.

The Board reiterated its support for OPD and agreed to recommend to the Commission its introduction throughout the EEC. It was not, however, felt necessary to harmonise pack sizes: despite the advantages of such a move, many countries operate satisfactory systems without any harmonisation at all.

Board members saw no advantage in harmonising methods of controlling expenditure, the prices of medicines or the lists of medicines which were reimbursable. However, considerable advantages were seen in establishing a common identification system of medicines throughout the EEC.

**Residential homes checklists:** A checklist for pharmacists visiting residential homes will soon be available to NPA members.

The Board agreed that the checklist was required urgently for members competing against Boots for homes contracts. Many social services departments are asking pharmacists to tender for contracts and for evidence of intended quality of service. Some

pharmacists employed by FHSAs to monitor services provided by community pharmacists are imposing the use of checklists.

The document will include inspection lists of medicine cupboards, trolleys and fridges, as well as checklists for recording medicines administration and pharmaceutical advice.

**Proprietary Articles Trade Association:** The Board voted unanimously to continue supporting the PATA. NPA members are reminded of the importance of reporting to the PATA all instances of price-cutting of proprietary medicines.

**London Marathon sponsorship:** The NPA will sponsor for £50 any pharmacist who completes the Marathon on April 21 — provided they wear an "Ask your Pharmacist" T-shirt for the race.

**North-east regional conference:** A one-day conference is to be held on October 13 at the Royal Derwent Hotel, near Consett. The event will be sponsored by wholesalers Hall Forster & Co Ltd.

**Money-off coupons:** There has been a 25 per cent increase in the number of coupons submitted to Couplex in 1990. This has coincided with a marked increase in average face value, to give a new high of over 40p. This represents a tenfold increase in coupon values since Couplex started 20 years ago.



# PSNI outlines its view of pharmacy's future

There is a need to define within the pharmacist's NHS contract which extended role activities they will be paid for, says the Pharmaceutical Society of Northern Ireland in its submission to the working party looking at the future role of community pharmacists.

The key points are:

**Health education and promotion** Daily contact with healthy members of the public provides an enormous opportunity. Active promotions should be co-ordinated within the profession and with other health care workers and agencies to give maximum exposure to health issues. Other methods encouraging the public to seek additional advice from pharmacies could include poster and video presentations and clinical testing.

**Responding to symptoms** Substantial savings to the NHS could accrue if more medicines were taken off the POM list. Consideration should be given to allowing pharmacists to supply POMs under certain conditions. The use of a formulary containing a limited number of POMs which are used as a standard treatment for specified minor ailments and could be used safely under the discretion of a pharmacist would benefit patients and save money.

**Advising patients on prescribed medicines** Consideration should be given to the following extra services:

- Registration with a pharmacy of patient groups at particular risk. Asthmatic, hypertensive, diabetic and elderly patients together suffer the majority of adverse drug reactions and consume the greatest percentage of NHS resources. To ensure specialised counselling and continuity of pharmaceutical service, it would be beneficial to have such patients registered with a specific pharmacy. Some would also benefit from a domiciliary service.
- Compliance. Pharmacists can play an important role in ensuring patients comply with their doctor's instructions. Non-compliance may be identified via computer-held patient medication records, or failure to achieve a therapeutic goal, eg lack of blood pressure control, poor peak flow volume, failure to reduce serum cholesterol. Clinical tests are available which are practical in the pharmacy.

- Therapeutic drug monitoring. A TDM service will provide GPs with pharmacokinetic advice on dosage adjustments of drugs such as theophylline, which there is evidence to suggest would reduce

morbidity and mortality in asthma patients, so reducing NHS costs.

**Co-operation with other health care professionals** The creation of co-ordinated services such as formulary and health education committees would greatly enhance contact and in the end lead to better overall patient management.

**Health screening/diagnostic testing** Cholesterol, blood pressure and lung function measurements, urine analysis and pregnancy testing can be done efficiently in the pharmacy. A rapid cost-effective testing service could be provided both for GPs and the public.

**Continuing education** The provision of a continuing education grant for

pharmacists completing an agreed number of hours of accredited continuing education annually would greatly increase uptake and benefit overall performance in the service.

**DUMP** Totally inadequate and informal methods for disposing of out-dated or returned medicines should be replaced by a funded formal scheme.

The provision of these practice activities will enable the pharmacist to be more fully used. It is expected that adequate recompense would be available to pharmacists offering these services, with additional costs substantially offset by the significant cost benefits accruing to the NHS.

## NI pharmacist struck off

John Anthony McCaul, of 7 Armagh Road, Newtownhamilton, has been struck off the Register of Pharmaceutical Chemists of Northern Ireland.

A letter from the Statutory Committee, read to the Council of the PSNI at its February meeting, advised that at the inquiry held on January 24, the registrar was instructed to strike Mr McCaul off.

The final draft of the Council's submission to the joint working party on the future role of the profession has been adopted (see this page). The president and the secretary are to attend the Department of Health-sponsored conference in London on March 27.

The Association of District Committees feels the instruction "Take as directed" should be discouraged as much as possible. The Council noted ADC's

correspondence with the British Medical Association.

Mr Cecil Watt's nomination to the Southern Health and Social Services Board pharmacy practice committee as a non-contractor representative was approved.

An application by Mr W.B. Packham of Edward Webb (Bangor) Ltd, Church Street, Bangor, for registration as a tutor was approved.

The following applications for registration as students were approved:

Mrs Heather MacCorkell, 4 West Court, Lisburn BT28 2BT.  
Miss Edel Mills, 19 Sans Souci Park, Belfast BT9 5BZ.  
Miss Orla Naughton, Frumaree, Corrandulla, co Galway.  
Mr Simon O'Sullivan, 9 Cullenramer Road, Greystone, Dungannon BT70 7SS.  
Miss Jacqueline Wade, 42 Greens Road, Aughnadarragh, Saintfield.

## AIDS drug registered

A new AIDS treatment, Imuthiol, has been registered in New Zealand, the first country in which it is to be marketed.

Developed by Pasteur Merieux, Imuthiol (ditiocarb sodium) is available in the UK on a named patient basis only, from Merieux UK. The first of a new class of immunoprotective agents, it acts by protecting T-lymphocytes from the toxic and immunosuppressive effects of HIV infection. Clinical studies in Europe and the USA have shown that Imuthiol reduces the

occurrence of opportunistic infections and slows disease progression, so can be considered in the early symptomatic stages of HIV disease.

No long-term side effects, particularly haematological complications, have been reported and the drug can be used as an adjunct to commonly-used AIDS therapies. Adverse reactions include gastro-intestinal disturbances and a metallic taste. Alcohol should be avoided for 12 hours before and 48 hours after treatment.

## Warning on foot care in diabetes

The British Diabetic Association has issued a new poster warning people with diabetes never to use corn cures or remove hard skin from the feet with a knife.

The poster is being sent to all diabetes clinics, chiropodists and doctors with a special interest in diabetes as part of a move to improve footcare in the diabetic population.

Dr Mike Edmonds, consultant physician, Kings College Hospital diabetic footcare clinic, said last week that diabetic patients should have foot lesions treated immediately because gangrene could set in rapidly, possibly leading to amputation. "Twenty-four hours can make a difference between saving a foot or not", he told a conference to launch a report on "Diabetes and chiropodial care".

Dr Edmonds believed his foot clinic, which had worked in conjunction with the hospital's main diabetic clinic over the past ten years, had reduced the number of amputations by half and it was the ability to treat foot lesions on the same or following day which had helped enormously. Diabetic patients were warned never to treat foot problems themselves but to see a state registered chiropodist. Pharmacy graduates at the hospital visited the clinic as part of their preregistration training as it was considered important that pharmacists give the correct advice when selling OTC foot preparations.

The report, published jointly by the BDA and Society of Chiropodists, recommends that people with diabetes should be made a priority group for chiropody care within the NHS and that a programme of patient education and screening for possible complications should be established. BDA chairman Professor Harry Keen believes that pharmacists, because of their regular contact with diabetic patients, could play a valuable role in referring those with foot problems on for specialist advice at an early stage.

**Family health services authorities** are being urged to adopt a higher media profile with the help of a Department of Health kit. It advises FHSA's to raise public awareness of their work through radio and TV appearances, health shops and videos. A series of seminars on managing communications is also planned.



## NPA woos the Press

Three feature articles are to appear in national women's magazines, helping to spread the National Pharmaceutical Association's "Ask your Pharmacist" message.

A feature article on "Storage and usage of medicines" is scheduled for the May edition of *Parents* magazine, and Colette McCreedy, head of NPA public affairs, is working with the health editor of *Good Housekeeping* on two four-page articles on the role of the pharmacist in treating seasonal minor illnesses. These articles were scheduled for the July and November editions.

## Privatisation ruled out

With the possibility of a June general election increasingly under discussion, the Government has made it clear that privatisation of the NHS will not form part of the Conservative manifesto.

To the dismay of the party's right wing, Health Secretary William Waldegrave has endorsed the view of his predecessor, Kenneth Clarke, that it would be politically dangerous to go beyond the NHS reforms to be fully implemented from next month.

Mr John Major, the Prime Minister, a self-declared supporter of the NHS, has also backed Mr Waldegrave's view that no further tax concessions should be introduced to encourage the wider use of private medicine.

## USA recall for Sudafed

Burroughs Wellcome Co have recalled Sudafed 12-hour capsules in the USA following an alleged tampering incident in Washington State.

The product has been linked to two deaths and one serious injury from cyanide. The capsules appear to have been tampered with in the final pack after distribution by the company and the incident is limited to one batch.

Wellcome Foundation Ltd do not believe there is a need to recall the product outside the USA.

Travellers who bought the capsules in the USA should return them to their local Wellcome company for replacement.

# TOPICAL REFLECTIONS

by Kraysen

## Down the pan!

Eusol is a product for which I now rarely receive any call. I can remember regularly making it from the powder and being greatly relieved when solutions A and B were introduced. My last bottles of these solutions expired last year and were retired to the sink, not to be replaced.

Today I received a prescription for Eusol from a regular patient who has come to treat me as a friend as well as his pharmacist. I obtained the solutions, made his Eusol and delivered it the same evening. Result? Grateful patient and one well out of pocket pharmacist. Cost of solutions from wholesaler £4.35 per 2 litres for each. Script for 500ml paid at rate of 71p. Broken bulk not allowed, my loss £7.99 and the remainder will probably once again be destined for the sink.

The 2l solutions cost more than the Tariff price but what choice do I have? Tell Jack to try elsewhere or grit my teeth once more, and unreasonably subsidise a parsimonious Department of Health.



obtained from other outlets. This was forcefully brought home to me with the recent news that a national drugstore chain is opening a branch only 50 yards from my door. I have always supported Merrell but I will now look more closely at the marketing policies of all my OTC manufacturers giving prominence and preference to those who will, like Merrell and Vichy, not be represented on the shelves of my new competitor.

## Vitamin hype

Having praised a BBC "QED" programme last year on the evenhanded presentation of its investigation into the practice of homoeopathy, I was interested to view last week's well trumpeted presentation on children's vitamin supplements. The result was scientifically frustrating but great news for the supplements industry with the suppliers of the vitamins and minerals which "came top" in the study already triumphantly marketing their product well before the television disclosure.

Out of this extravagant fog of media hype what did eventually emerge is that some children may not be achieving their maximum academic potential owing to an inadequate diet. Selling supplements to lazy parents may be good for myself and supplement manufacturers, but ultimately the problem has to be tackled by internationally recognised RDA (recommended daily allowance) figures for the whole range of vitamins and minerals. We then need to ensure that, through adequate diet, these are obtained by all our children.

Meanwhile I can only brace myself for the plethora of products, claims and counter claims which will soon swamp an already congested market, and trust that official guidelines will quickly become available in order that my pearls of wisdom are based on some semblance of scientific rationale.

## Time to be selective

A timely reminder came through the post this week, with the publication of "Pharmacist's World" by Merrell Medicines.

The submitted articles, in common with similar publications, make interesting reading and act as an excellent medium for the advertising of their particular branded products, but Merrell also take the opportunity to remind us that their products are Pharmacy medicines.

With the temptation to load our shelves with aggressively advertised products it is too easily forgotten that many of these products can also be



# COUNTERPOINTS

## Vitachieve for kids

Booker Nutritional Products have launched Healthcrafts Vitachieve.

It is the formula that produced a significant improvement in the average IQ score of children taking it in the Dietary Research Foundation's US research programme (*News* last week).

Vitachieve is a combination of 23 vitamins and minerals formulated as a nutritional safeguard and intended to be part of a normal daily routine, say BNP.

Two formulations are available: Vitachieve for 11 to 17 year-olds (60 £5.99) and Junior Vitachieve (60 £3.99). The nutrient levels in the junior formulation were set by the DRF after the results of the trial, to meet the needs of the younger age group.

Two of the coloured tablets — one multivitamin and one multimineral — should be taken daily, ideally with a meal. They are paired together in blister packs, and each pack contains an information leaflet with details on the DRF, the research and its findings, and advice on taking the product.

Both products are suitable for vegetarians and vegans. Healthcraft are donating 5 per cent of sales to DRF for further research. *Booker Nutritional Products, Tel: 0932 336366.*

## £1.8m push for Setlers

Smithkline Beecham Health Care are investing £1.8 million in television advertising for Setlers Tums this Spring and Summer. The Tums "moving pains" advertisement will be repeated in a two phase campaign — April/May and August/September.

SB say last year's campaign increased Tums sales by 33 per cent year-on-year, which created some out-of-stocks in pharmacies. *Smithkline Beecham Health Care, Tel: 081-560 5151.*



## Diocalm moves into oral rehydration

With the launch of Diocalm Junior oral rehydration therapy, suitable for children from infancy up to six years, Smithkline Beecham say they now have a range of diarrhoea treatments for all the family.

Diocalm Junior, a Pharmacy medicine, is presented in sachets (5 £1.65) each containing anhydrous glucose 4g, sodium chloride 0.35g, sodium citrate 0.59g, potassium chloride 0.3g and saccharin, with no artificial colour.

It matches the electrolyte levels of the World Health Organisation's recommended rehydration solutions, but with a lower sodium chloride content.

The sachet contents should be dissolved in 200ml (7fl oz) of water (boiled and cooled for babies) to

produce an orange-flavoured drink. For bottle-fed babies, an equivalent volume of Diocalm Junior solution should be substituted in place of normal feeds during the first 24 hours, half-strength milk feeds should then be continued.

For breast fed babies, Diocalm Junior should be given from a feeding bottle and alternated with breast-feeding for equal, short periods, up to the total time of normal feeding, continuing for 24 hours before gradually reintroducing full normal breast-feeding.

For children under six, one Diocalm Junior should be drunk after each bowel movement. Treatment should not exceed nine sachets in 24 hours. The treatment is also suitable for older

children and adults.

Press advertising campaign will run in parental media over the peak holiday season starting in May. An informative pack will be mailed to pharmacists and doctors next month. *Smithkline Beecham Health Care, Tel: 081-560 5151.*

## Oxy range harmonised in new packs

For Oxy this March it's all change, with new packaging establishing the range as co-ordinated treatments.

The redesigned packs are the result of research by Smithkline Beecham which revealed that teenagers do not always differentiate between spot treatment and prevention. Different formats appeal to different sufferers too. Boys, who want "normal skin which smells nice", choose Oxy Clean facial wash as a medicated alternative to soap, while the Oxy Clean medicated cleansers and facial scrub appeal to girls who want "smooth, glowing, pretty skin".

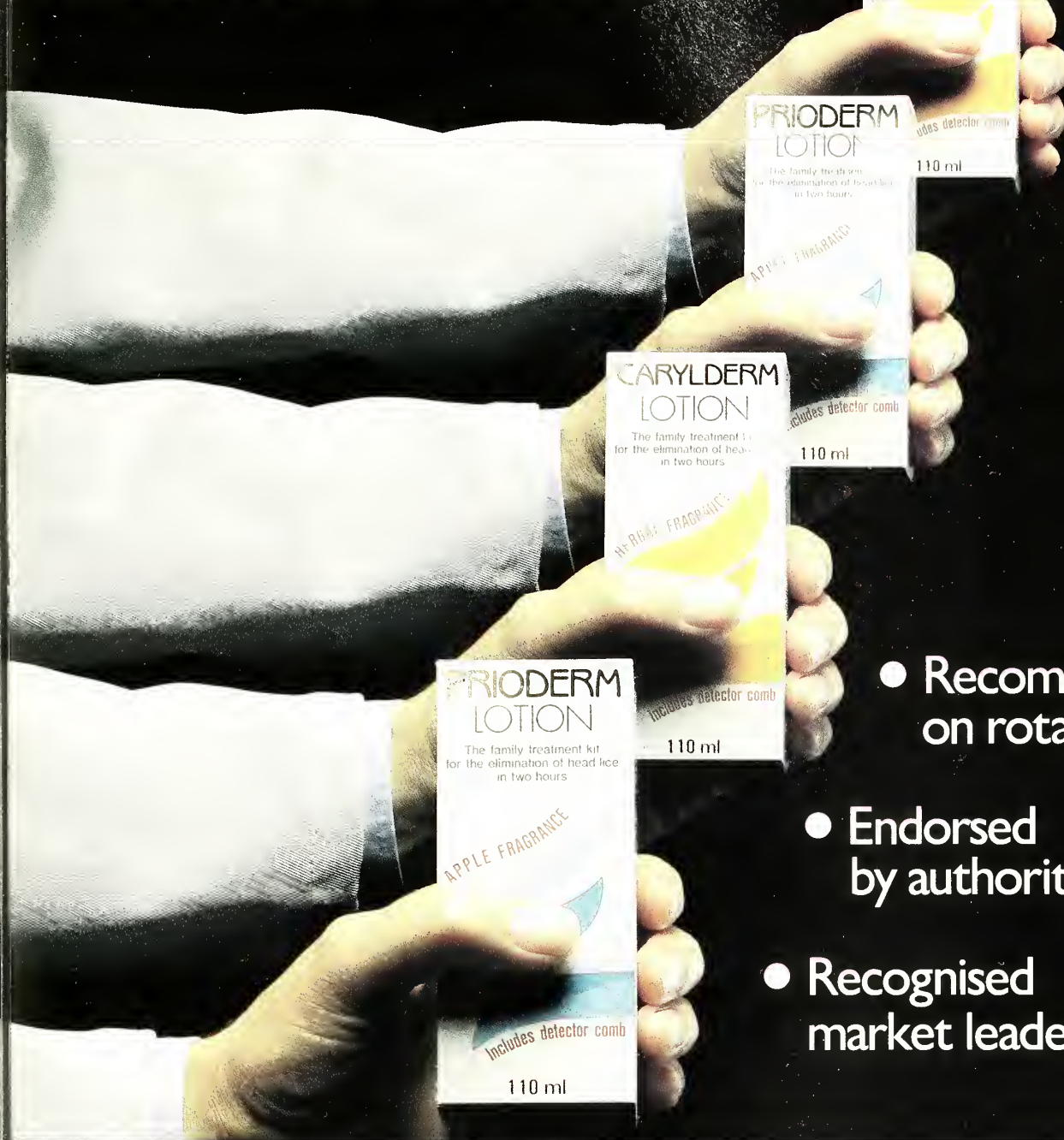
Packs feature a vignette effect on all variants, while magenta and yellow are retained on Oxy 5 and Oxy 10 which are further identified as regular strength for "everyday spots" and maximum strength for "stubborn spots and acne".

SB are investing £2 million in the brand this year, with a new TV commercial and a Press and radio campaign. Television advertising will be on air in June and July, with radio support in the following three months. The Press campaign in teenage magazines will run from May to October. *Smithkline Beecham Health Care, Tel: 081-560 5151.*

**Allergan have introduced** a "dumpy" size can for Lens Plus 360ml aerosol saline. The new can measures 21.2 cm tall compared to the former can which was 26 cm tall. The price is unchanged. The new compact size makes it more convenient for shelf display including self merchandising, say *Allergan Ltd, Tel: 0494 444722.*



# What the experts turn to for effective head lice treatment



- Recommended on rotation
- Endorsed by authority
- Recognised market leader

**PRIODERM<sup>®</sup> and CARYLDERM<sup>®</sup>**  
LOTION

**FAMILY TREATMENT**

Continuing commitment to pharmacy support and consumer education with sales force back-up, videos and information leaflets.

Napp Consumer Products Division, Napp Laboratories Limited, The Science Park, Milton Road, Cambridge CB4 4GW Member of Napp Pharmaceutical Group. <sup>®</sup> PRIODERM, CARYLDERM and NAPP are Registered Trade Marks. © Napp Laboratories Limited, 1990.



40 YEARS EXPERIENCE  
in head lice treatment

**KITS**



UNICHEM  
LONDON (CON)


**ELASTICATED WAIST:**  
Snug and comfortable fit prevents leakage.

**ULTRA ABSORBENT PADDING:**  
Most absorbent at the front, the super absorbent powder attracts and holds moisture, keeping it away from baby's delicate skin.

**PERFECT WAISTBAND:**  
Nappy tapes can be adjusted and resealed as often as necessary to ensure perfect fit.

**ONE-WAY EXTRA SOFT LINING:**  
Helps keep baby comfortable and dry

**TAILORED FIT AND MULTI-STRAND LEG ELASTIC:**  
Reduces leakages and ensures a more comfortable fit.

**UNICHEM'S WETNESS INDICATOR:**  
No need to remove the nappy to check for wetness. When you cannot see the  clearly, it is time for a nappy change.

The problem with fancy name tags is that they invariably come with fancy price tags too. And when you're buying something as throw-away as a disposable nappy, it seems pointless to throw away money, too.

Especially when you can get all the quality, comfort and fit you're looking for from our new, improved range of own brand disposables.

Even the packs are easier to open and easier to store. What's more,

for a limited period, if you buy 15 packs at once, you'll also get a pretty nappy changing bag completely free.

So if you want to cut the cost of spending a penny, switch to new Ultra disposables. And while you're at it, check out the value for money on our other own brand baby products.

Your nearest UniChem chemist is listed opposite. You'll find when it comes to nappies, a little change can mean a lot.



**UniChem**  


UniChem plc, UniChem House, Cox Lane, Chessington, Surrey KT9 1SN. Tel: 081 391 2323

UniChem House, Cox Lane, Chessington, Surrey KT9 1SN. Tel: 081 391 2323.



RA NAPPIES ARE AVAILABLE AT.

SURREY

SUSSEX

WILTSHIRE

# Put your name down for a free advertisement in the T.V. Times.

Every UniChem member who stocks our new range of own brand disposable nappies will automatically have the name and address of their shop featured in our national consumer advertising campaign.

Which means that all those cost-conscious mums who would rather spend their money on a nappy, not its name, will know exactly where they can go to buy their Ultra quality nappies. And when they do, there's a good



chance that they'll buy 15 packs at once. Because then they'll also get a free nappy changing bag.

So be sure to stock plenty. You'll get two Newborn size packs free with every two Infant, Toddler and Child size packs you buy. Giving a giant-size 26.9% profit on return across the whole range.

See your UniChem representative or telephone the Marketing Department at UniChem House now. The resulting fame and fortune will be right up your street.



**HELPING YOU BUILD YOUR BUSINESS  
THROUGHOUT THE YEAR.**



## Baby Wet Ones refills

Jeyes hope to transform the £35 million market for baby wipes with the introduction of Baby Wet Ones refill packs.

The refills, which are not chlorine bleached, are part of the relaunched range which features a new pack design and now includes a box dispenser — boxes are the fastest growing market sector in baby wipes.

The Baby Wet Ones box is foil sealed, making it tamper-evident, and is designed to allow wipes to be taken out with only one hand.

The new range comprises refillable canisters in 40-sheet and 80-sheet packs, with accompanying refill packs; and new 40-sheet boxes and refill packs. The relaunch will be supported later in the year with television advertising and a consumer promotion. *Jeyes Ltd.* Tel: 0842 754567.

## Feedtime

Three new Avent feedtime products from Cannon Babysafe aim to capitalise on the resurgence in popularity of the storybook character, Babar, King of the elephants.

Available from April, the new range comprises a plate, bowl and mug (each retailing at £2.99), featuring brightly coloured designs. All are manufactured from melamine that is both scratch and dishwasher-proof.

An introductory offer — one of a range of deals Cannon have planned for the Spring — will allow retailers to purchase a display pack of six of each item at a 10 per cent discount (usual price £31.17). Retailers could also win one of 25 Babar toys (each worth £20) in a free prize draw. *Cannon Babysafe Ltd.* Tel: 0787 280191.



## Non-greasy cream added to Germoloids

Smithkline Beecham have added a cream formulation to their Germoloids range for haemorrhoids. Its non-greasy formulation is said to minimise the problems of staining, and is rapidly absorbed and easy to apply.

The cream (25g £1.72) contains zinc oxide 6.6 per cent and lidocaine hydrochloride 0.7 per cent in a tube with an attached nozzle.

SB believe that, because of the embarrassment factor, Germoloids should be on self-selection, and they claim a USP for Germoloids as the only leading brand to contain an anaesthetic.

The Germoloids range will be supported during 1991 with a £250,000 campaign in magazines and the national dailies. *Smithkline Beecham Health Care.* Tel: 081-560 5151.

## Bags of sense for babies

Addis are to handle the marketing and distribution of a new sterilising product for baby feeding equipment.

Disposable sterilising bags (DSB) are ideal for holiday and travel use. The bag can be hung from a bathroom tap or hook and sterilisation is complete after 30 minutes.

Individually wrapped in foil,

each bag contains sterilising tablets. It is then filled with lukewarm water and the tablets dissolve to form a solution which is effective for 24 hours.

The bag is large enough to hold four 250ml feeding bottles and accessories and can also be used to sterilise breastfeeding equipment, cutlery and plates.

Packed in outers of six and 12 respectively, DSB are priced at £5.99 for the seven day pack and £3.50 for the weekend pack (three bags).

Addis are running an introductory offer price where all orders from the company will be charged at the 50 case rate. *Addis Ltd.* Tel: 0992 584221.

## Fresh-ups

Robinson Healthcare have introduced Fresh-Ups, moist tissues with a lemon fragrance.

Fresh-Ups come in tubs of 75 (£1.65) or sachets of 25 (£0.89) with a re-useable seal. *Robinson Healthcare.* Tel: 0246 220022.

## BRIEFS

**Aquafresh toothpaste** is being supported by a national television advertising campaign running for six weeks from March 4. The "Not just a pretty paste" theme uses the successful animated format featured in previous Aquafresh commercials. The three stripes, say Smithkline Beecham, are portrayed as red to fight plaque, white to fight decay and blue to freshen breath. *Smithkline Beecham Personal Care.* Tel: 081-560 5151.

**Wellcome Consumer Healthcare** are promoting Drapolene from the end of March. A Kiddicraft spinning bird is offered for the price of £2.99 with the Drapolene leaflet. *Wellcome Consumer Division.* Tel: 0270 583151.

**Day Son & Hewitt** have taken over the manufacturing and marketing of the Otodex range of veterinary ear drops, skin cream and medicated shampoo. There are plans to extend the range considerably, say *Day Son & Hewitt.* Tel: 0524 381821.

**Ramer** are offering pharmacists free cosmetic sponges from now until the end of August. The company will supply 36 cosmetic sponges (£0.60 each) with all orders to the value of £150 or more of Ramer sponges and Victoria Vogue cosmetic puffs. *Ramer Trading Co Ltd.* Tel: 0932 821910.

**Columbia Laboratories** have appointed Schering-Plough as sole representatives for the vaginal moisturiser Replens to independent community pharmacists. Replens will continue to be distributed to ethical wholesalers by Distriphar. *Columbia Laboratories Ltd.* Tel: 071-233 3004.

**Unichem** have introduced a 200ml bottle of cod liver oil (£1.59) into their range of vitamins and food supplements, which also includes cod liver oil capsules. *Unichem plc.* Tel: 081-391 2323.

**Mavala** have relaunched their nail buffer kit. Now called the natural nail shine kit (£8.35), the two piece buffer has been repackaged in the white livery of the Mavala nail treatment range. *Mavala Ltd.* Tel: 0732 459412.

**Windsor Pharmaceuticals** have announced their 1991 support plans for Enterosan. They include an advertising spend of £200,000 for the period March to June and point-of-sale material comprising window show cards, display units, shelf-edgers and till wobblers. A nationwide pharmacy assistant competition with Kodak cameras as prizes is also planned. The company is working on a public relations campaign highlighting the brand during the Summer — for holidays and the Winter — for over-indulgence. *Windsor Pharmaceuticals Ltd.* Tel: 0344 484448.

OWN LABEL OPTION

OFFER

★ ENVIRONMENTALLY SAFE ★ ANTI-STATIC ★

NON-SOLVENT BASED

**OPTICAL CLEANING FLUID**

TECHNICLEAR 'OPTICAL' is the answer for keeping glasses and other types of optical glass clear of dust and grease and the static electricity which attracts them.

FOR MORE DETAILS  
**TEL: 0275 375250**

30ml atomiser or dropper bottles available!



## Two from Max Factor

Max Factor have brought out a new face powder. Called high definition finishing powder (£4.95), it complements their high definition foundation launched last year.

It is packaged in a navy, two-tiered compact. There are four shades: translucent, natural beige, soft beige and natural tan.

Max Factor have added a new double-ended mascara to their Colorfast range.

Moisture Balance mascara and brow tamer (£6.45) has at one end a conditioning gel which is applied before the mascara to help improve colour build-up and to condition lashes. At the other end is a mascara which is fragrance-free and water resistant. The clear gel can also be used to groom eyebrows.

It comes in four shades — black, brown black, soft brown and navy. *Max Factor Ltd. Tel: 0202 524141.*

## Corn Silk cover up

Chattem UK have added a concealer to their Corn Silk range, designed to widen the appeal of the products to younger women.

The Corn Silk concealer (8ml, £3.95) has a sponge-tip applicator and is said to conceal blemishes while blending with skin tone.

A new merchandiser display unit, backcard and shelf edgers have also been introduced.

The range will be supported over the year by a new campaign in the women's Press and on the London Underground. *Chattem (UK) Ltd. Tel: 0256 844144.*

## Blister Stop

New to Scholl's Hidden Comfort range is Blister Stop, said to help prevent blisters from developing by protecting the sore spots which lead to their formation.

The kit (£1.39) contains 12 cushion plasters in various sizes to match the foot's contours where blisters are most likely to occur. A sheet of slim padding is also included, to cover areas of the shoe responsible for chaffing.

A free house plant is being offered to consumers with two purchases of either Air Pillo or Comfort Fresh Insoles until the end of the year, say *Scholl Consumer Products. Tel: 0582 482929.*



## Fold up toothbrush

A fold up toothbrush aimed at people who feel the need to brush their teeth during the day has been launched by Stafford-Miller.

Changing consumer lifestyles and growth in eating out means that cleaning at the beginning and end of the day may be insufficient to preventing the build up of plaque, says the company. Research has shown that 62 per cent of people often or sometimes feel the need to brush their teeth during the day.

The Search Refresher (£1.99) has a brush head that folds away

into the handle and so is kept clean at all times, says the company. It is small enough to fit easily into a pocket or bag.

The Search Refresher, in common with other Search brushes, has a small compact head, densely packed but rounded filaments, a narrow neck and a wide chunky handle for a safe, comfortable grip.

The brush is available in four different colours, sold in dozens packed in their own display case. *Stafford-Miller Ltd. Tel: 0707 331001.*

## In the bag from Addis

Addis have introduced new collections of cosmetic and toiletry bags for Spring.

The Panache Co-ordinates collection comprises three designs: tranquillity, a delicate floral; Carnival, a bright, tropical design; Mystique, an oriental. Prices range from £3.99 for a purse to £10.65 for a holdall.

Panache Classics comprises five designs. Jamboree is ideal for Summer, Midnight Rose is a traditional rose pattern, Monsoon is a jungle print, Daybreak a

foliage design and Tropical Dusk an exotic floral. Prices range from £3.35 for a purse to £11.35 for a large bag.

Addis have also added three new bag shapes, rectangular, cylindrical and circular, which feature in the new collections.

Also new are two designer ranges by Janet Reger which complement the existing Satin and Velvet collections. Prices range from £5.50 for a purse to £15.45 for a large bag. *Addis Ltd. Tel: 0992 584221.*

## Wright's coal tar soap gets stronger fragrance

LRC Products are relaunching their Wright's Coal Tar soap with a new, stronger fragrance, repositioning it in the deep cleansing sector of the soap market.

The soap will also be repackaged, highlighting its 130 year heritage, and will have a squarer shape, giving it more

masculine appeal.

The relaunch will be supported by a consumer competition in the *TV Times*, with first prize a trip to Rome, and will feature money-off coupons.

In addition LRC will sponsor the Cub Scouts in their 75th anniversary year. *LRC Products Ltd. Tel: 081-527 2377.*

## Mary Quant get dramatic

Max Factor are adding a range of five matt lipsticks and matching nail polish to their Mary Quant range.

Called Drammatics, the lipstick is claimed to contain double the colour pigments of traditional lipsticks, thus absorbing instead of reflecting light.

There are five colours — peach, coral, red, cerise and purple. The matt lipstick sells for £2.15 and the nail polish £1.85. *Max Factor Ltd. Tel: 0202 524141.*

## Gifts from Revlon

Revlon are offering two gift with purchase promotions for Spring.

Free with any two purchases from their Boss no1 or Boss Sport ranges is a black sports bag. The promotion runs from May 4 for two weeks.

A cream satin robe is offered with every purchase of Xi-a Xi-ang eau de toilette spray (50ml, £22). It commences mid-May for two weeks. Pharmacists are also given the chance to win a holiday in Hong Kong for the best window display of the promotion. *Revlon International. Tel: 071-629 7400.*



## Charlie gets body spray

Max Factor have added a body spray (75ml, £2.49) to their Charlie range. It is a lightly fragranced, all-over spray which contains a deodorant. Presented in the Charlie blue and silver metallic packaging, it is ozone-friendly, say *Max Factor Ltd. Tel: 0202 524141.*



## Elancyl steps up campaign

Pierre Fabre will be targeting 50,000 women with a direct mail-out and advertisements in the women's Press for their Elancyl skincare range. The campaign begins in April and will run through the Summer.

Personalised letters will be sent to women who have used the brand's consumer advice service and invite them to discuss their skincare problems with Elancyl consultants in pharmacies.

Double page advertisements will be placed in *Marie Claire*, *Elle*, *Cosmopolitan* and *She* magazines. Pierre Fabre Ltd. Tel: 0865 742525.

## Free from Philips

Philips Small Appliances are launching a "Lifestyle" promotion through distributors BDC as part of the incentive scheme linking distributors, retailers and the consumer. It runs from now until May 31.

A brochure will be sent to every Philips retailer, showing how staff can win gift vouchers, products and a holiday prize.

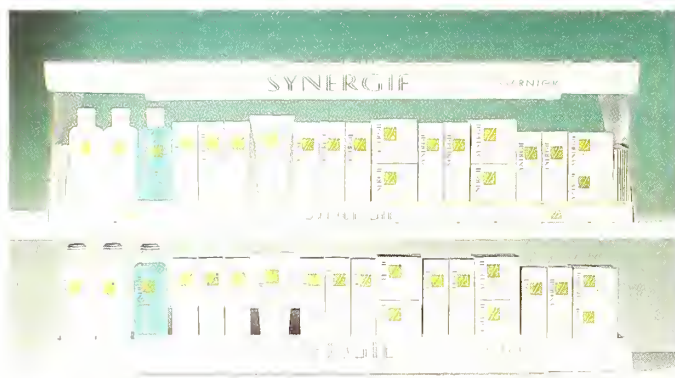
Points are awarded to every Philips appliance carried in the BDC Times. The retailer then sends in a claim form showing total points and chooses a gift. BDC. Tel: 081-881 2001.

## Brush strokes

Gildale Enterprises have brought out a toothbrush with an interchangeable head.

The brushhead, which rotates, has rounded nylon bristles in a multi-tuft system and rotates to ensure cleaning of all teeth. It is supplied with two extra brushheads. Gildale Enterprises Ltd. Tel: 0273 207215.

Ciba Consumer Pharmaceuticals are supporting Mu-cron and Otrivine through displays in doctor's surgeries. An insert in *Pulse* will offer a sample of children's Otrivine and a free alarm light. Posters will advertise Junior Mu-cron at 3,800 surgeries nationwide together with leaflets for Mu-cron and Otrivine. Ciba Consumer Pharmaceuticals. Tel: 0933 70101.



## Synergie display offer

Laboratoires Garnier are offering pharmacists free coffret trial size packs and display units with orders of their Synergie skincare range (C&D Jan 26), just launched to the UK.

On initial order customers will receive up to 18 coffret trial size packs. These retail at £2.99 each and contain four trial size Synergie products and a coupon for up to £2.99 off the consumer's next purchase. The number of free coffrets depends on the size of the

order placed.

On orders of 90 units and over an illuminated merchandising unit is offered.

Smaller stockists will receive a shelf tray, complete with product dividers, name strips, leaflets and holders.

Other point of sale material available includes gondola end window cards, window display kits and product dummies. Laboratoires Garnier. Tel: 071-937 5454.

### ON TV NEXT WEEK

GTV Grampian	C4 Channel 4	TV-am Breakfast Television
B Border	U Ulster	STV Scotland (central)
BSB British Sky	G Granada	Y Yorkshire
Broadcasting	A Anglia	HTV Wales & West
C Central	TSW South West	TVS South
CTV Channel Islands	TTV Thames Television	TT Tyne Tees
LWT London Weekend		
Anadin Ibuprofen:	Y	
Aquafresh toothpaste:	All areas except CTV, C4 & TV-am	
Benylin:	GTV, STV, BTW	
Benylin Day & Night:	HTV, TSW	
Colgate Great Regular Flavour Toothpaste:	All areas except U, CTV & LWT	
Endekay:	TV-am	
Finesse:	C, G, STV, HTV, TVS	
Hofels Garlic Perles:	Y, A	
Libra Bodyform:	All areas except CTV, LWT, TTV & C4	
Peaudouce:	TTV, TV-am	
Pure and Simple Skincare:	TV-am	
Radian B Mineral Bath:	Y	
Ricola Lozenges & Pearls:	TV-am	
Silvikrin haircare:	All areas	
Vaseline Intensive Care Lotion:	All areas except U, TVS & TV-am	

## Sugar-free gum on TV

The first television campaign showing the dental benefits of sugar free gum has been launched by Wrigley.

The advertisement explains how chewing Wrigley's Extra or Orbit gum for 20 minutes after meals can help prevent dental caries by stimulating saliva to

neutralise the acid produced by bacterial plaque.

The advert will be screened initially in the Granada area with a national equivalent spend of £2.5 million. The sales force will be providing dentists with educational material and samples. Wrigley Co Ltd. Tel: 0752 701107.

## Two from Lauder

Estée Lauder have brought out two new products — a loose face powder and a hydrating cleanser.

Lucidity translucent loose powder (£18) is said to give a smooth, soft focus finish to skin that lasts without the dryness often associated with powder. It does not contain talc, is non-comedogenic and contains sun filters.

The powder comes in four shades — transparent, medium, dark and tan.

The hydrating cleanser (125ml, £13) is said to remove make-up and dirt without stripping the skin of hydrants. Estée Lauder Cosmetics Ltd. Tel: 071-493 9271.

## Cacharel add two

Parfums Cacharel are adding two more products to their Loulou range, a roll-on deodorant and a shower gel.

The deodorant (50ml, £8.95) comes in a plastic tube, decorated with the Loulou pattern.

The new size 150ml shower gel now comes in a tube. The formulation is unchanged. Parfums Cacharel. Tel: 071-937 7207.

Philips are offering a double package of their Satinelle epilator and battery Ladyshave HP2604 for the price of £39.99, a saving of about £11.

The offer lasts from now throughout the Summer. Philips DAP. Tel: 081-689 2166.



Beauty International have added a semi-permanent self tanning lotion to their Coty Sunshimmer range. Called Soleil d'Or (£4.50), it can be used on both face and body and contains UV-A and UV-B filters. Beauty International Ltd. Tel: 0491 33333.



# SCRIPT SPECIALS

## Kabi's devices

Kabi are introducing a new range of convenience devices designed to simplify daily injections of their growth hormone Genotropin.

Each device is based on the Genotropin cartridge, a sealed two-compartment glass cartridge containing the growth hormone powder in one compartment and the diluent in another. The cartridge is placed in the convenience device and mixing takes place automatically.

The first device, Kabipen, is designed to be used repeatedly over a prolonged period, say Kabi. It takes the large 16iu cartridge (£122).

After reconstitution, a needle is attached to the Kabipen, a dose between 0.5-4iu is dialled up, and the injection button is pressed. This can be used for up to two weeks (it should be stored in the refrigerator).

Kabiquick is both a mixing device and a disposable syringe. It is a preservative-free system designed for single use, and comes with the cartridge already inside. Reconstitution is as above.

Kabiquick is available in three presentations containing 2iu (10 £160), 3iu (10 £240) or 4iu (10 £320).

Kabivial is a multidose system for use with traditional needles and syringes. It is available in two presentations containing a multidose cartridge in strengths of 4iu (£30.50) or 16iu (£122, all prices trade). These can be used for up to two weeks. *Kabi Pharmacia. Tel: 0908 661101.*



## Emflex is NSAID with improved gastric tolerance

Merck are launching Emflex on Monday.

It contains acemetacin, a non-steroidal anti-inflammatory drug which Merck say is a more potent inhibitor of inflammation than indomethacin, yet is nearly 100 times less potent as an inhibitor of prostaglandin synthesis.

The advantage of this is that acemetacin (the glycolic acid ester of indomethacin) has less of an effect on the gastric mucosa, which the prostaglandins help to maintain, and therefore shows improved tolerance.

Clinical studies have shown that Emflex is at least as effective as indomethacin, isoxicam, tiaprofenic acid and phenylbutazone, and the incidence and severity of adverse gastrointestinal symptoms reported was significantly lower than with indomethacin, diclofenac and piroxicam, say Merck.

**Manufacturer** E. Merck Pharmaceuticals (a division of Merck Ltd), Winchester Road, Four Marks, Alton, Hampshire GU34 5HB

**Description** Yellow/orange capsules containing 60mg acemetacin

**Uses** Rheumatoid arthritis and post-operative pain and

inflammation

**Dosage** 120mg/day in divided doses, increasing to 180mg/day depending on patient response. Should be taken with food, milk or an antacid. Care with older patients. Safety in children not established.

**Contra-indication and precautions** As for indomethacin and other NSAIDs (see Data Sheet)

**Drug interactions** Possible with aspirin or other salicylates, diflunisal, probenecid, lithium, triamterene, ACE inhibitors, haloperidol, and methotrexate (see Data Sheet)

**Side-effects** Gastro-intestinal (including nausea, vomiting; diarrhoea, peptic ulceration); CNS (including headache, dizziness, vertigo and insomnia), hepatic; cardiovascular/renal (rarely oedema, chest pain, palpitations, blood urea elevation); dermatological/hypersensitivity (including pruritis, urticaria, alopecia), haematological; ocular/auditory (infrequently tinnitus, blurred vision, eye pain) (see Data Sheet)

**Supply restrictions** POM  
**Pack** Containers of 90 capsules  
**Product licence** 0493/0141  
**Issued** March 1991

## BRIEFS

**Parke-Davis** are introducing a 600mg strength of Lipid (gemfibrozil), their lipid-regulating agent, to allow for a one tablet twice daily dosage. Lipid 600 are white, elliptical, film-coated tablets debossed with "Lipid" on one side. They come in four blister strips of 14 (56 £26.88 trade). *Parke-Davis Research Laboratories. Tel: 0703 620500.*

**Norton** are introducing clomiphene citrate 50mg on March 18. These are white tablets coded "HG/C50" (30 £10.09, trade). *H.N. Norton & Co Ltd. Tel: 081-807 9999.*

**Searle** have introduced a patient leaflet into packs of Cytotec. It is written in user-friendly language with illustrations, say *G.D. Searle & Co. Tel: 0494 21124.*

**Napp** say that following the blacklisting of Codalax and Codalax forte, they can be prescribed by their generic names which are co-danthramer suspension (100ml £2.59, 1l £22.03) and strong co-danthramer suspension 100ml £3.89, 1l £33.05, all prices trade). Strong co-danthramer is less viscous and has an improved peach flavour, say *Napp Laboratories Ltd. Tel: 0223 424444.*

**Squibb** have revised the packaging of Azactam injection. The vials are now slightly longer and thinner, and the caps are no longer colour coded, say *E.R. Squibb & Sons. Tel: 081-572 7422.*

**Panpharma** are introducing a white, opaque blister presentation of Nordox capsules, which replaces the previous transparent blister. *Distributors Farillon Ltd. Tel: 04023 71136.*

**Aminogran food supplement** and Aminogran mineral mixture are now being marketed by UCB (Pharma) Ltd, by agreement with Allen & Hanburys. *UCB (Pharma) Ltd. Tel: 0923 248011.*

**3M Health Care** say that the product licence for Medihaler Duo will expire from March 31, 1991. *3M Health Care Ltd Pharmaceuticals Division. Tel: 0509 237288.*

**Ferraris Medical Ltd**, who launched the Wright pocket peak flow meter (Specials, last week) can be contacted at *26 Lea Valley Trading Estate, Angel Road, Edmonton, London N18 3JD. Tel: 081-807 3636.*



# SCOTCHEM 91



## WELCOME

On behalf of MGB Exhibitions I would like to extend a warm welcome to you all and trust your day is both rewarding and enjoyable.

At Scotchem you will find products across the whole spectrum of Pharmacy from Medicines and Beauty to computers and shop fitting. And with staff eagerly waiting to offer you professional help and advise on all matters of pharmacy your visit will ensure profits on this day and inspiration for the future.



**Maurice Hoare**  
Show Manager  
MGB Exhibitions Ltd

## EXHIBITORS

### Company

A Nelson  
Addis Ltd  
Anglo European Health  
Approved Prescription Services  
**Beauty Counter**  
Beauty International Limited  
Bray Health & Leisure  
Brita (UK) Ltd  
**Charwell Pharmaceuticals**  
Chemist & Druggist  
Chemtec  
Claydon Wholesale  
Creightons Naturally plc  
Crookes Healthcare  
**Doncaster Pharmaceuticals**  
Doncaster Pharmaceuticals  
Doncaster Pharmaceuticals (Perfumes) Ltd  
Duncan & McLean  
Elida Gibbs  
Farmitalia Carlo Erbu  
G A P  
Hadley Hutt Computers Ltd  
International Laboratories Limited  
John Richardson Computers Ltd  
Jones Packaging Ltd  
Kent Cosmetics Limited

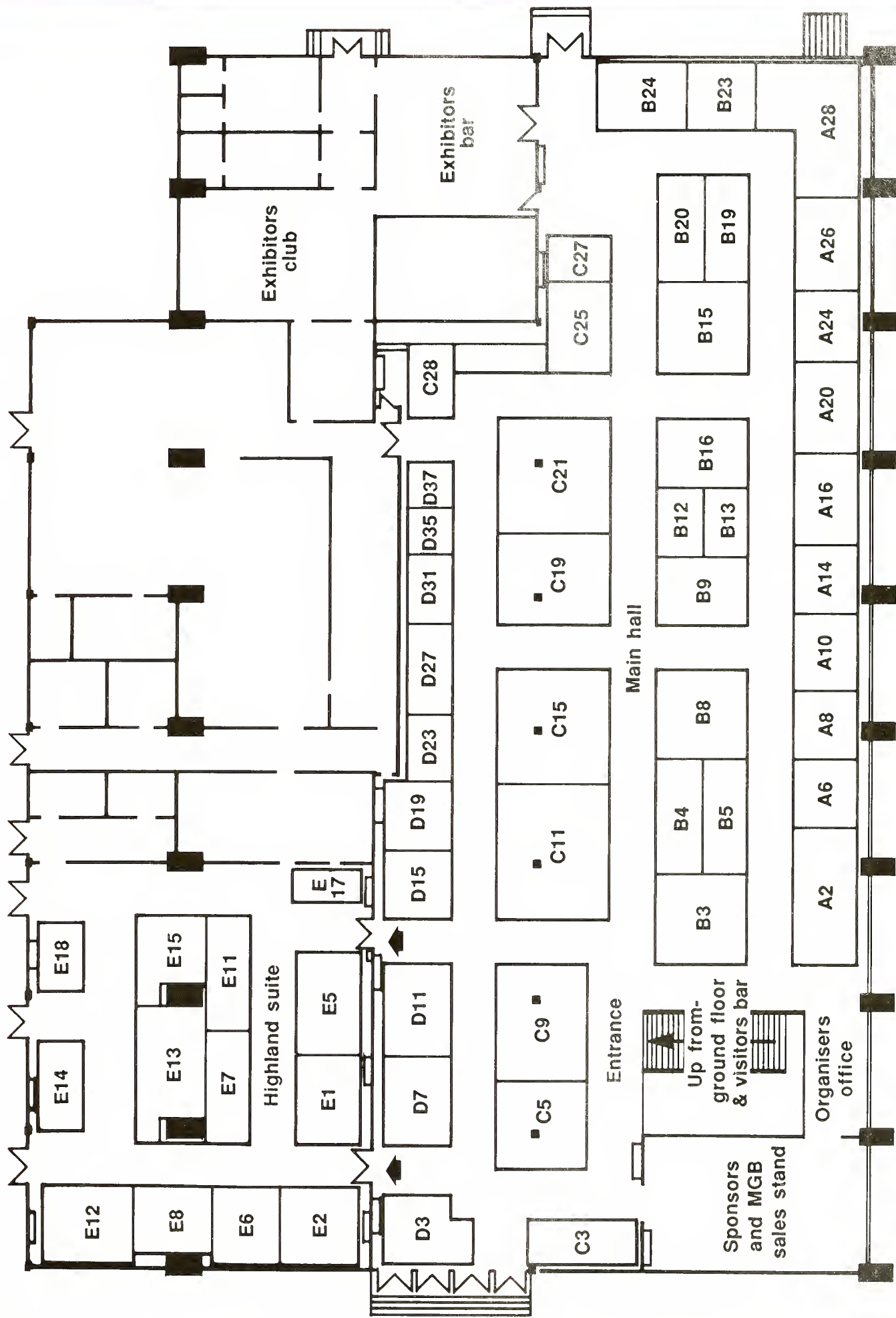
### Stand

E17  
C11  
E6  
C19  
E12  
B5  
E15  
E14  
A14  
C1  
A24  
C25  
B24  
C15  
E1  
C9  
D7  
E18  
B8  
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Keyline Brands Ltd  
Laughton & Son Ltd  
**M&S Toiletries**  
Max Factor  
Montagne Jeunesse  
**National Pharmaceutical Association**  
National Pharmaceutical Association  
Norgine Ltd  
**Opal**  
Original Additions (Beauty Products) Ltd  
**Panpharma Limited**  
Park Systems Ltd  
Paul Murray  
Pharmadass  
Phoenix Fashion Accessories  
PPLS  
**Readi-Read Ltd**  
Reckitt and Colman  
Rimmel International Limited  
Robinsons Babyfoods and Drinks  
**Scottish Fine Soaps**  
Scottish Pharmaceutical Federation  
Simple Software  
Torbet Laboratories Ltd  
Ultraglow  
Vetchem Limited  
Weleda UK  
Zenner (UK) Ltd

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## Alpha index of exhibitors

**Your at-a-glance guide to companies exhibiting at Scotchem '91. Contacts, stand contents and show special offers to aid your tour of Olympia.**

**A**

**A NELSON & CO LTD**  
5 Endeavour Way  
Wimbledon  
London SW19 9UH  
Tel: 081-646 8527  
Fax: 081-946 6202

### STAND NO. E17

Nelsons are showing their smartly repackaged Hay Fever tablets and Travel Sickness tablets which have been blister packed following the successful repackaging of Noctura.

Nelsons indicated range, their Creams and Ointments as well as the Classical Series display units are all on display.

Discounts and bonuses to give a profit of over 50% on return will be available on certain lines.

**ADDIS LTD**  
Hertford  
England SG13 7HL  
Tel: 0992 584221  
Tlx: 81436  
Fax: 0992 553050

### STAND NO. C11

ADDIS Ltd are featuring Maws baby care including Suntime, character bottles, and Disposable Sterilizing Bags. Also on show is a selection of cosmetic bags from the Panache, Jemma and Janet Reger collections.

**APS/BERK**  
Water Street, off Towngate,  
Wyke, Bradford  
W. Yorks BD12 9AF  
Tel: 0274 606974  
Fax: 0274 600754

### STAND NO. C19

APS/Berk are exhibiting their wide range of generic products.

Wholesalers and retail pharmacists will be welcome where our representatives will be available to discuss individual requirements. Export and contract enquiries are also welcome. Special offers are available.

**ANGLO EUROPEAN HEALTH**  
136A Bury New Road  
Whitefield  
Manchester M25 6AD  
Tel: 061-766 2313  
Fax: 061-766 1475

### STAND NO. E6

The NPA approved QuikRead System is accurate, economical and easy to use. Results giving total cholesterol levels are displayed in 3 minutes. Major advantages of QuikRead are: no centrifuge required; long life stability of blood sample; no refrigeration required for reagents; long shelf life of reagents. A comprehensive starter pack is provided which includes full training on use of the equipment and counselling techniques. Backup support includes promotional material to sell the service to the general public.

**B**

**BEAUTY INTERNATIONAL LIMITED**  
Wallingford House  
High Street, Wallingford  
Oxon OX10 0DF  
Tel: 0491 33331  
Fax: 0491 32262

### STAND NO. B5

Beauty International are probably best known for their Coty perfume range. This includes the long established L'aimant range together with Eternelle, Fatale and Wild Musk. They have also added to this for the younger market, Exclamation. Also within the Coty range is their artificial tan make-up Sunshimmer which has some 47.2% of that market. Beauty International have added to this 'Soliel D'Or', a tan developer, which at £4.50 is set to make further inroads into this market.

**BRAY HEALTH & LEISURE**  
25 Park Road  
Farringdon  
Oxon SN7 7BP  
Tel: 0367 20736  
Fax: 0367 242625

### STAND NO. E15

The Bray Health & Leisure Group has brought together the manufacturing skills of four companies, so as to offer a range of products in the areas of Bodycare, Healthcare, Solarium, Sport, and Homebrew and Winemaking Equipment, for both home and overseas markets.

The range is available through all national wholesalers and there will be special offer packs on many lines available only for visitors to Scotchem.

**BRITA (UK) LTD**  
Brita House  
62-64 Bridge Street  
Walton on Thames  
Surrey KT12 1AP  
Tel: 0932 228348  
Fax: 0932 247931

### STAND NO. E14

The complete range of water filters from Brita, the market leaders, is on show. The new elegant design Brita glass water filter is on show, available in white and now also in Black. The best seller, Fill & Pour 2-Litre, original standard and the economy/travel water filters can also be seen. The full new POS package, comprising a total in-store support programme for Brita's advertising campaign in the glossy magazines can be seen too.

**C**

**CHARWELL PHARMACEUTICALS LTD**  
Charwell House  
Wilsom Road, Alton  
Hants GU34 2TJ  
Tel: 0420 84801  
Telex: 858491 CHWELL G  
Fax: 0420 89376

### STAND NO. A14

Exhibiting for the first time at Scotchem, Charwell Pharmaceuticals have a range of OTC best sellers on display. Migravele, the leading migraine treatment, is now available in a 48 pack size and to celebrate, clocks will be given on all range orders over £100. The Stoppers new pack will also be featured and a special display deal is on offer for National No Smoking Day. Aludrox indigestion remedy is also available in new packaging and on display at Stand A14.

**CHEMIST & DRUGGIST**  
Benn Publications  
Sovereign Way  
Tonbridge  
Kent TN9 1RW  
Tel: 0732 364422  
Fax: 0732 361534

### STAND NO. C1

Chemist & Druggist, the newsweekly for pharmacy, is delighted to be sponsoring Scotchem for the second time. Our full range of services will be on show, including the C&D Price List, together with back issues of our Over the Counter pharmacy assistants' supplement, and seminar reprints. The Editor and other senior staff look forward to meeting both subscribers and advertisers on the stand.

**CHEMTEC SYSTEMS LIMITED**  
113 Towngate, Leyland  
Lancs PR5 1LQ  
Tel: 0772 622839  
Fax: 0772 622879

### STAND NO. A24

The Alchemist<sup>2000</sup> patient medication record and labelling system is on display. Come along and gain 'hands-on' experience of the latest software version, running on quality Arche computers.

Chemtec Systems' staff will demonstrate the simple, fast, yet versatile system — and for buyers there are special purchasing incentives.

**CLAYDON WHOLESALE**  
18 First Avenue  
Bluebridge Industrial Estate  
Halstead, Essex CO9 2EX  
Tel: 0787 472939  
Fax: 0787 473465

### STAND NO. C25

Specialist suppliers to pharmacies of fashion jewellery and fashion orientated hair accessories are showing Charisma jewellery, a massive ever-changing range, beautifully packaged, pre-priced, exchange system, built-in stock control. Shimmers is a range of fashionable hair accessories.

Our new Sylvex modular display system completes a high profit, fast turnover, competitively-priced package tailored to pharmacy outlets.





**COMMUNITY PHARMACY & BEAUTY COUNTER**  
23-27 Tudor Street  
London EC4Y 0HR  
Tel: 071-583 9199  
Fax: 071-353 3191

### STAND NO. B23

With a long heritage in pharmacy business publishing, Scotchem '91 is the opportunity for the team from Community Pharmacy and Beauty Counter to present their winning formula on Stand B23. Throughout the show, representatives of both magazines will be on the stand to meet and greet all who are involved in the retail pharmacy business.

**CREIGHTON'S NATURALLY PLC**  
Water Lane, Storrington  
West Sussex RH20 3DP  
Tel: 0903 745611  
Telex: 877938 CRINAT  
Fax: 0903 745986

### STAND NO. B24

Creighton's Naturally hair, skin, bath and sun care ranges are on

view at Scotchem '91. Other musts are their Sun Veil and Ocean Harvest travel wallets, together with special offer duo packs of Sun Veil, Evening Primrose Oil and the Apricot skin care ranges.

All products are formulated from natural ingredients and researched without the need to test on animals. Creighton's experienced personnel are on hand to answer visitors' questions on contract opportunities.

**CROOKES HEALTHCARE**  
PO Box 94

1 Thane Road West  
Nottingham NG2 3AA  
Tel: 0602 507 431

### STAND NO. C15

Crookes Healthcare — the UK's number one healthcare company — will be exhibiting their full range of family favourites, including Farley's, Optrex, E45, Complian and Nurofen. Also on display will be the recently-acquired Dequacaine, Nylax and Sea-Legs.

At the exhibition, Crookes Healthcare will be giving away two high-quality cameras each day in their prize draw — for details of this special offer as well as on any Crookes Healthcare product, representatives on the stand will be pleased to help you.

**D**

**DONCASTER PHARMACEUTICALS — PERFUME DIVISION**  
6 Kirk Sandall Industrial Estate

**Doncaster**  
Tel: 0302 886031  
Fax: 0302 890013

### STAND NO. D7

Doncaster Pharmaceuticals enable pharmacists to purchase their complete range of French perfumes and fragrances on a smaller scale than previously possible. Our complete range of top quality French perfumes are on display, including Chanel, Dior, Lauder, YSL and many skin care products.

**DONCASTER PHARMACEUTICALS GROUP**

### STAND NO. C9

The group has been supplying pharmacists for over 15 years and are the largest non-manufacturing wholesaler of generics and parallel imports in the country. The range of 700 products includes dressings, galenicals and syringes. All parallel imported goods are licensed and labelled at Doncaster under the supervision of our own qualified staff, which ensures total security and reliability from drug source to your pharmacy.

**DUNCAN McLEAN & CO**  
2 Moraine Avenue  
Blairdardie, Glasgow  
Tel: 041-944 6868

### STAND NO. E18

Duncan McLean and Co, who trade as D.M. Stocktakers, have on display the latest micro technology system in use for pharmaceutical stocktaking which is ideal for independent, multiple, hospital and wholesale pharmacies and drug stores. Alistair Duncan and Rod McLean are both present over the two days of Scotchem and are happy to discuss and explain the system's advantages over other stocktaking methods.

**E**

**ELIDA GIBBS**  
PO Box IDY  
Portman Square  
London W1A 1DY  
Tel: 071-486 1200  
Fax: 071-409 6304

### STAND NO. B8

Elida Gibbs are using Scotchem to launch two new products, which are being kept secret until the

show. "At this moment I can only say that one development is in skincare and the other in the deodorant market," says wholesale development manager Fred Wilding.

The company have information packages available covering the general market and space management as well as products, samples and display material.

**F**

**FARMITALIA CARLO ERBA LIMITED**  
Italia House  
23 Grosvenor Road  
St Albans, Herts AL1 3AW  
Tel: 0727 40041  
Fax: 0727 40290

### STAND NO. A28

Would you like to win a cordless telephone? Would you like treble tillotokens? Would you like Argos vouchers? Would you like a holiday in the sun? Tillotokens are available on Tamofen (new foil pack), Temazepam Gelthix capsules, Mono-Cedocard, Salbuvent inhalers, Sulpitil, Cedocard, Farlutal, Minodiab and Aminoglutethimide. If the answer is yes to any of the above questions, pay us a visit.

**G**

**GAP**  
Unit 1, 17 London Road  
Swanscombe, Kent DA10 0LH  
Tel: 0322 846920

### STAND NO. B12

This year GAP's line of oral care products sees a new addition. Besides the popular Tooth-fil temporary tooth filling putting, and Refit the temporary tooth cement, there are now 'Rinse N Smile' effervescent oral rinse tablets. Rinse N Smile tablets are smartly blister packaged and offer a welcome change from bulky and expensive liquid mouthwashes.

During the show GAP have on offer a special introductory case containing four packs of each product at large exhibition discount rates. GAP are also launching a revolutionary personal hygiene aid, Sleep Guard. Sleep Guard is a disposable bed sheet specially developed to repel disease spreading insects.



Creighton's Sun Veil range is on show at Scotchem



**H**

**HADLEY HUTT COMPUTING LTD**  
**Nunn's Corner, Sandy Lane**  
**Stourport-On-Severn**  
**Worcs DY13 9QB**  
**Tel: 0299 827826**  
**Fax: 0299 827393**

**STAND NO. C28**

Hadley Hutt Computing are exhibiting their NPA recommended PMR system PILLS. PILLS, now established as the leading PMR system, has the optional feature of printing a patient medication information leaflet at the same time as labelling. Other features include: flexible stock-control, direct ordering to major wholesalers, interaction alert, allergies, nursing-home reports, owings and reminders.

**I**

**INTERNATIONAL LABORATORIES LTD**  
**Floats Road, Wythenshawe**  
**Manchester M23 9NF**  
**Tel: 061-945 4161**  
**Telex: 665140 COLLAB G**  
**Fax: 061-945 1830**

**STAND NO. D27**

Visit the International Head Lice Control Centre on Stand D27 to ensure a professional briefing on Malathion and Carbaryl insecticides.

Deals are available on both Suleo and Derbac. New advertising campaigns on J Collis Browne's and Dermidex are in full swing and we will be taking the sting out of buying with a Wasp-Eze early deal.

Place an International order to enter the prize draw.

**J**

**JOHN RICHARDSON COMPUTERS LIMITED**  
**St. Benedict's House**  
**Brown Lane, Bamber Bridge**  
**Preston, Lancs PR5 6ZB**

**NEW PRODUCT**

**Tel: 0772 323763**  
**Fax: 0772 323003**

**STAND NO. B9**

Come and see the new Richardson economy Dispensing System, for quality labelling, stock-control, drug-interactions and auto-ordering, developed specifically for those pharmacists who don't yet need a JRC Patient Records System. All the operating features expected of JRC are incorporated in this system, which can be easily upgraded at a later date should the PMR facility be required.

**JONES PACKAGING LTD**  
**Cardiff Business Park**  
**Llanishen**  
**Cardiff CF4 5WF**  
**Tel: 0222 747700**  
**Fax: 0222 747676**

**STAND NO. E8**

Jones Packaging Ltd are displaying their entire range of pharmaceutical packaging for the private pharmacy. This includes own print script bags — only 15,000 per size, continental style tear off counter bags, quality shopping carriers, Bijou foil print jewellers bags, plus our usual range of paper and polythene counter and economy vest style carriers.

**K**

**KENT COSMETICS LTD**  
**Kent House, Ashford Road**  
**Harrietsham, Kent ME17 1BW**  
**Tel: 0622 859898**  
**Fax: 0622 859132**

**NEW PRODUCT****STAND NO. D31**

Kent Cosmetics continue to expand their selling ranges and at Scotchem are exhibiting Apple Blossom, Joan Collins fragrance, Spectacular, new Moisture Response sun care and skin products and the expected launch of a new and dramatic fragrance. A special Scotchem promotion is available on the Apple Blossom and Moisture Response ranges.

**KEYLINE BRANDS LIMITED**  
**22 St Margaret's Road**  
**London W7 2PP**  
**Tel: 081-579 8991**  
**Fax: 081-579 8992**

**STAND NO. B16**

Keyline Brands represents some of the strongest personal care brands in the pharmacy sector, including Cuticura, Topol, Erasmic, AydsSlim, LA Looks and Inecto.

New products include lower calorie, more concentrated Ultra AydsSlim in a handy pocket pack. From Erasmic comes Ultra Smooth Shaving Gel, a contemporary product giving the ultimate comfortable shave. Special offers are available on major products.

**L**

**LAUGHTON & SONS LTD**  
**Warstock Road**  
**Birmingham B14 4RT**  
**Tel: 021-436 6633**  
**Telex: 338410 LAUGHT.G**  
**Fax: 021-436 6868**

**NEW PRODUCT****STAND NO. E2**

Laughton & Sons are showing four of their brands — Lady Jayne haircare, Twinco toiletry accessories, Manicare and the new Petite range of hair accessories for young consumers.

**LEWIS PHARMACEUTICALS LTD**  
**PO Box 99**  
**Erith, Kent DA8 2FH**  
**Tel: Freefone: (0800) 591787**

**STAND NO. E1**

Lewis Pharmaceuticals have increased their range of products which include generics, parallel imports, dressings and perfume.

**M**

**M&S TOILETRIES LTD**  
**100 Bankhead Crossway North**  
**Sighthill**  
**Edinburgh EH11 4ST**  
**Tel: 031-453 4000**  
**Fax: 031-442 3659**

**STAND NO. B15**

This year on our stand we are promoting the following selection of goods from our range: quality sunglasses, brand name sun preparations at budget prices, French fragrances, cosmetics, toiletries and sundries.

We have completely refurbished our showroom and as our own premises are approximately 10 minutes from Ingleston we would be delighted to welcome you there.

**MAX FACTOR**

**Max Factor House**  
**Watermans Park, Brentford**  
**Middx TW8 0DS**  
**Tel: 081-568 4333**  
**Telex: 291122/3**  
**Fax: 081-847 4726**

**STAND NO. B3**

Max Factor are showing not only their range of cosmetics but also the relaunched self selection Mary Quant cosmetics and fragrance. Also on show are Max Factor fragrances including Le Jardin De Max Factor, Le Jardin D'Amour, California and Charlie. Sales experts are on hand and a professional make-up artist is demonstrating the latest shades. Opening orders on cosmetics will benefit from a discount and fragrance orders will also be rewarded.

**N**

**NORGINE LIMITED**  
**116-120 London Road**  
**Headington**  
**Oxford OX3 9BA**  
**Tel: 0865 750717**  
**Telex: 837547**  
**Fax: 0865 68826**

**STAND NO. A6**

Evening Primrose Oil Company (EPOC) products are the focal point of the Norgine stand. Since the brand was relaunched last year EPOC has seen a 30% increase in sales. This is seen as a direct result of the consumers' demand for quality products and better targeted marketing support. Other well-known Norgine brands — Kamillosan, Waxsol and Pyralvex are also on the stand. Special bonus offers are available.

**NATIONAL PHARMACEUTICAL ASSOCIATION**  
**Mallinson House**  
**18-42 St. Peter's Street**  
**St. Albans**  
**Herts AL1 3NP**  
**Tel: 0727 832161**  
**Fax: 0727 40850**



## STAND NO. C3 & D3

The National Pharmaceutical Association represents the UK's 10,000 community pharmacy owners, speaking for them nationally and internationally, and keeping pharmacy in the public eye. Members enjoy a wide range of services including professional indemnity cover and instant access to up-to-the-minute pharmaceutical information. Advice on matters legal, financial and commercial, is available, as is a programme of training courses. A flourishing business aids department offers generous discounts on everything from tablet counters and fax machines to cars and holidays.

Members in Scotland enjoy the added services of the Scottish Pharmaceutical Federation, including the SPF Clearing House, which caters specifically for their needs.

The NPA Pharmacy Planning Service — a comprehensive business planning and shopfitting consultancy — is also present. It offers a comprehensive consultancy service to advise members on all aspects of shop design and modernisation, including shopfitting, dispensary layout, display units, lighting and costings.

# O

**ORIGINAL ADDITIONS**  
1 Elystan Business Centre  
Springfield Road, Hayes  
Tel: 081-573 9907  
Fax: 081-573 6824

NEW  
PRODUCT

## STAND NO. D15

Original Additions' Elegant Touch, launched seven years ago, is now market leader in nail care

(Nielsen). That statement tells you that we know how to grow a successful business. We can help you grow your business with Elegant Touch or with a mix of our many popular brands (now including Estolan, Frador, Lotil, Nestlemuir, Grossmith and Cabot's Vitamin E). Eyelashes are hot fashion news so don't forget Elegant Touch has a comprehensive range.

# P

**PANPHARMA LIMITED**  
Hayes Gate House  
27 Uxbridge Road  
Hayes

Middlesex UB4 0JN  
Tel: 081-561 8774  
Fax: 081-848 0738

## STAND NO. C21

Panpharma Limited are promoting their OTC products Propain, Medised and Dermacort on their stand. Exceptional bonuses are available on orders taken at the exhibition and product literature, point of sale materials and samples are also on offer along with the opportunity to take home some Panpharma gifts.

**PARK SYSTEMS LTD**  
6 Vulcan Street  
Liverpool L3 7BG  
Tel: 051-298 2233  
Fax: 051-298 1689

## STAND NO. A2

The current Park System not only has a faster, better presented and easier to use labeller but it boasts sophisticated features such as a fully comprehensive database of

drugs with all the BNF warnings appended, complete with choice or re-order codes, cost price, source of manufacturer, generic equivalent and other key information. A sophisticated interaction alert system is included, which not only monitors interactions between drugs but checks the patient's age and clinical conditions for any possible hazards or adverse effect.

**PAUL MURRAY LTD**  
School Lane  
Chandlers Ford Industrial  
Estate

Hants SO5 3YN  
Tel: 0703 268444  
Fax: 0703 261946

## STAND NO. B4

Paul Murray are showing their 1991 range of budget priced Sunsetter sunglasses and the range from Foster Grant. Also on display is their full manicure and beauty range and new lines from the Head Girl hair care range.

**PHARMADASS LTD**  
284A Water Road, Wembley  
Middlesex HAO 1HX  
Tel: 081-991 0035  
Telex: 8956552-KWISSA G  
Fax: 081-997 3490

## STAND NO. C27

Pharmadass Ltd are suppliers of the Health-Aid range of vitamin, mineral and herbal supplements to pharmacies throughout the London region and are now going nationwide. Pharmadass also import and market mini cigarette filters and the Vit E range of cosmetics.

Special discounts and offers are available. Meet us at Stand C27 to discuss your requirements and see our product launches.

**PHOENIX FASHION  
ACCESSORIES LTD**  
Unit 19, North Leith Sands  
Lindsay Road, Leith  
Edinburgh EH6 4ER  
Tel: 031-553 6822  
Fax: 031-555 0420

## STAND NO. A8

Phoenix Fashion Accessories Ltd sell an extensive range of hair accessories, fashion jewellery, belts and scarves. We offer competitive pricing and excellent variety in all lines that we carry.

Our sales staff and warehouse staff look forward to assisting with any inquiries with the view to merchandising any of the above accessories.

## PROVINCIAL PHARMACY LOCUM SERVICES

The Old Fire Station  
69 Albion Street  
Birmingham B1 3EA  
Tel: 021-233 0708  
Fax: 021-233 0723

## STAND NO. B13

Provincial Pharmacy Locum Services, the UK's leading Pharmacy Locum Agency, have recently expanded opening a regional office in Scotland. Based in Edinburgh the agency is now ideally situated to co-ordinate locum cover within the whole of Scotland.

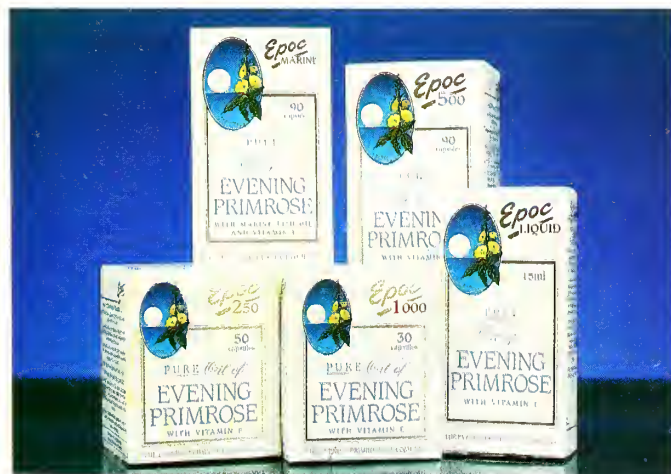
In addition to arranging locum cover PPLS also operate a permanent recruitment division and offer locum training courses and a book-keeping service for pharmacy proprietors.

# R

**READI READ**  
Read House  
Business Park  
Arrowbrook Road  
Upton  
Wirral L49 1SX  
Tel: 051-677 2633  
Fax: 051-606 0011

## STAND NO. A10

Readi-read manufacture and distribute an unbelievable choice of stylist glasses for ladies and men — with top quality acrylic lenses and a wide range of fashionable frames. Wherever the attractive Readi-read stand is displayed, these self-selection reading glasses are always best sellers and give you, the retailer, a high return per foot both gross and nett.



EPOC products are the focus of the Norgine stand



**RECKITT & COLMAN PRODUCTS PLC**

Dansom Lane  
Hull HU8 7DS  
Tel: 0482 26151  
Fax: 0482 25322

**STAND NO. C5**

Reckitt & Colman Products are promoting counter prescribing at Scotchem and both Gaviscon and Fybogel are on special offer. They have extended the range of products sold via their pharmacy sales force to include Immac, Steradent and Supersoft. The full range is on show at the stand with special offers on selected products.

**RIMMEL INTERNATIONAL**

17 Cavendish Square  
London W1M 0HE  
Tel: 071-637 1621  
Telex: 24253  
Fax: 071-409 0930

**STAND NO. D11**

Rimmel offer a wide range of products projecting colour, fashion and innovation. Sensiq offer cosmetics suitable for all skin types covering a spectrum of over 150 colours. The products are fragrance and sensitiser-free and have been developed without testing on animals. Cutex offer a new choice of affordable lip and nail colours and an entire regime in nail care products. Cachet and Noir, both top ten selling fragrances, continue to provide high quality products.

**ROBINSONS BABY FOODS**

Carrow  
Norwich NR1 2DD  
Tel: 0603 660166  
Telex: 975225  
Fax: 0603 672523

**STAND NO. A20**

Robinsons are exhibiting their comprehensive range of baby foods, catering for babies' needs from first foods and baby breakfasts, through baby meals, desserts and teatime treats to the best-selling junior meal range. Also on show is the baby drinks range which comprises granules, pure RTS juices and pure concentrated fruit juices. Call in at the stand to see these products, and the special Scotchem order incentive. Robinsons comprehensive soft drinks range is also on display.

**S****SCOTTISH FINE SOAPS/CARRONSHORE MARKETING INT**

North Main Street  
Carronshore  
Falkirk FK2 8HT  
Tel: 0324 558505  
Fax: 0324 552661

**STAND NO. A16**

Scottish Fine Soaps are showing a selection of luxury soaps and toiletries, environmental fragrance products plus quality novelty soaps. New products include Perlier Natural Recipes, Pfeiling & Pino Silvestre, the classic Italian fragrance for men. Also on display is a full range of pot pourri.

**SIMPLE SOFTWARE SOLUTIONS**

York House, High Street  
Amblecote, Stourbridge  
West Midlands DY8 4BT  
Tel: 0384 397477  
Fax: 0384 393705

**STAND NO. E7**

Simple Software Solutions are showing computer systems for the pharmacy, the retailer and the wholesaler. Labelling systems, PMR, EPoS and electronic ordering. Wholesaling stock control, sales and purchase ordering, financial control systems, sales, purchase and nominal ledgers.

**T****TORBET LABORATORIES**

Broughton House  
33 Earl Street  
Maidstone, Kent ME14 1PF  
Tel: 0622 762269  
Fax: 0622 764046

**STAND NO. D35**

Torbet Laboratories market a range of ethical and OTC products, which are on display at the exhibition. Products being promoted are Torbetol acne lotion, Calsaltes natural laxative tablets, Buzpel insect repellent wipes and KH3 capsules for the middle-aged

and elderly. Also on display are Kest laxative tablets, extra strong bronchial mixture and Medicoal effervescent charcoal granules. Special discounts are available on some products.

**U**

ULTRA GLOW LTD  
1-3 North Road  
London N7 9HA  
Tel: 071-607 9983  
Fax: 071-607 4191

**STAND NO. B19**

Ultra Glow Ltd, manufacturers of the market leading bronzing powder range, now offer a complete cosmetic range to the pharmacy trade. A compact chemist merchandiser unit is offered with six free powder brushes, valued at £4.50 r.s.p. This is an ideal starter pack for non-stockists of the Ultra Glow range. In addition, Ultra Glow are launching two new major products at Scotchem.

**V**

VETCHEM LTD  
Reg Office:  
175 Lincoln Road North  
Acocks Green  
Birmingham B27 6RT  
Tel: 021-706 3494

**STAND NO. E11**

Vetchem have put together, in collaboration with four manufacturers, a selection of



*Vetchem — promoting petcare to the pharmacist*

companion animal products which will suit any retail pharmacist keen to access the lucrative cat, dog, horse and pigeon markets. Hoechst, Salsbury, Ciba-Geigy and Dryson-Howitt are represented by an attractive range of new products and special offers. There are items to suit both the established pet medicine seller and the new start. Existing Vetchem retailers will be present to supply advice and information.

**W**

WELEDA (UK) LTD  
Heanor Road, Ilkeston  
Derbyshire DE7 8DR  
Tel: 0602 309319  
Fax: 0602 440349

**STAND NO. D35**

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## Society needs independent financial check, says branch

The Royal Pharmaceutical Society should employ the services of an independent "business consultant/troubleshooter" to assess its financial, administrative and business affairs, according to the Macclesfield Branch.

This motion is one of those selected for debate at the Branch Representatives Meeting on May 16. Macclesfield feels a thorough review is needed as the Society sets the registration fee. "An outside audit could identify areas of economy of financial opportunity which may not be apparent to the Society's officers."

The Cardiff and South Glamorgan Branch, hosts of last year's British Pharmaceutical Conference, is asking the Society to deplore recent attempts to separate scientific and professional matters at the Conference. More eminent scientists should be attracted and cross disciplinary sessions developed, says the Branch.

In a second motion it calls for the Society to revise arrangements for hosting the BPC. With the burden of organisation falling on an inexperienced local committee, the Branch feels the headquarters should handle the majority of the organisation.

Lincoln Branch is asking the BRM to support a review of anomalies in vaccine supply. Some patients are vaccinated by doctors who buy direct, so pay no prescription charge. Others see a doctor who issues a prescription, so they pay the standard charge.

Calls for a practising pharmacist to be involved in determining generic and branded drug names have come from Glasgow and West of Scotland. The growing list of "co" and

confusingly similar names are symptoms of a total absence of practical advisers, say Glasgow.

Buckinghamshire Branch is calling for the Society to advise on relationships between pharmacists and practitioners of alternative medicine.

The Plymouth Branch is concerned that pharmacists with young children should be able to attend continuing education courses. The lack of remuneration for child minding expenses makes attending meetings a financial burden, the motion says.

Other topics up for debate include the perennial question of registration fees for older members, the replacement of membership cards with photo-bearing "passports", child resistant locks on liquid medicines, formularies, and training for pre-registration tutors.

## Propolis...

New research has confirmed that propolis ("bee glue") has antimicrobial properties.

Work at the National Heart and Lung Institute has shown that propolis has antibacterial activity against a range of commonly-encountered cocci, including methicillin-resistant *Staphylococcus aureus*, and Gram-positive rods such as the human tubercle bacillus.

According to the New Zealand Natural Food Co Ltd, this research supports other work previously carried out in Eastern Europe which has shown that propolis is active against *Candida albicans*; the flavinoid galangin found in propolis is active against *Bacillus subtilis*.

## Aspirin for heart attack

Aspirin's benefits in cardiovascular disease have been further confirmed by the results of a large scale trial announced this week.

The Isis-3 study (see also **Business News**), the largest clinical study ever undertaken into treating heart attacks, compared the three thrombolytic agents anistreplase, streptokinase and alteplase. As earlier research had shown that half an aspirin a day can prevent thrombosis, all patients were given aspirin in addition to one of the drugs.

The results of the trial, involving 46,000 acute heart

attack patients in 20 countries, were being announced at the annual meeting of the American College of Cardiology in Atlanta, as C&D went to press. Speakers agreed that while thrombolytics were vital in saving lives, aspirin might be twice as important because it could be used by twice as many heart attack victims.

Anyone who suspects they may be starting a heart attack should immediately take an aspirin, preferably crushed or chewed to accelerate its effect, advised Dr Rory Collins of the British Heart Foundation and overall co-director of the trial.



John Field, of Pyrford Pharmacy, Woking, Surrey is the first of four winners in the latest Winter display competition organised by Wellcome Consumer Healthcare Division. Mr Field (left) is seen receiving his prize, £1,500 worth of Thomas Cook travel vouchers, from Peter Leece, Wellcome's local district supervisor

## Active ingredient in eczema herbal tea

A traditional Chinese herbal tea, used in the treatment of eczema, has been analysed at the Departments of Pharmacy and Clinical Chemistry at the Royal Hallamshire Hospital, Sheffield.

Writing to *The Lancet*, the workers found the tea contained significant amounts of an acetophenone called paeonol.

Paeonol, which has been isolated from various plants,

including the genus *Pachia*, has reported platelet anti-aggregatory, analgesic and antipyretic properties. The authors suggest it should be evaluated as a potential drug in the treatment of eczema.

A herbal tea containing red peony root and other herbs is currently under investigation for eczema at London's Great Ormond Street Hospital (C&D January 26, p111).

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## Cancer chemotherapy

In the first article of this series the aetiology of cancer, the available treatment options and the general principles of chemotherapy were discussed. Mary Maclean, staff pharmacist-oncology/haematology at the Royal London Hospital, Whitechapel, now discusses the use of anti-cancer drug therapy in more depth and the treatment of associated toxicities

Once cancer has metastasised systemic therapy, that is drug therapy, is the treatment of choice, although surgery and radiotherapy may still be used for localised symptom relief.

### Treatment aims

The aims of treatment with chemotherapy are dependent on the tumour type, and are summarised in Table 1. With palliative treatment the goal is to relieve symptoms and/or to prolong life, so treatment benefits must be carefully weighed against

toxicity. The effect of treatment on the patient's quality of life is a major consideration. Adjuvant therapy is used after surgery or radiotherapy to a primary tumour which is apparently localised, with the aim being to eradicate any undetectable metastases and prevent relapse. There have been promising results with this approach in pre-menopausal women with localised breast cancer. The aim with neo-adjuvant therapy is to try and shrink inoperable tumours to an operable size. This approach has been used in ovarian cancer.

### Choice of drug regimen

Cytotoxic drugs act by sabotaging a cell's ability to divide. In general, the more rapidly growing tumours with a high growth fraction are more likely to respond to chemotherapy. However, this is a generalisation. The reason why some cancers are more sensitive to chemotherapy than others is not solely a matter of cell kinetics. For example, the vascularity of the tumour may be important; if a tumour has a poor blood supply

the drug cannot get to all the cells.

The clinical pharmacology of cytotoxic drugs is extremely complex and varies from drug to drug. They also have a very narrow therapeutic window. The administration of these drugs and the medical management of these patients therefore requires a great

**Table 1 Aims of chemotherapy**

Curative  
Palliative  
Adjuvant  
Neo-adjuvant



deal of expertise. In fact, many of the recent advances in cancer chemotherapy have come from a greater understanding of the best way to use cytotoxic drugs rather than the discovery of new drugs with superior efficacy.

Pulsed intermittent therapy is the most widely used schedule of drug administration. Single agent therapy is rarely curative, even in the most sensitive cancers, so most treatment regimens consist of a combination of drugs. The development of a combination regimen should follow the principles outlined in Table 2. Possible explanations for the better results seen with combination regimens are:

- ☐ Single drugs of known efficacy in treating a particular tumour have a synergistic effect in combination
- ☐ Drugs of different toxicities can be used to achieve a maximal killing effect avoiding cumulative adverse effects
- ☐ There may be less opportunity for the early emergence of a resistant cell population

Because optimal treatment has not been found for most cancers, many regimens used form part of clinical trials. New regimens are usually compared to the current best standard treatment in the form of controlled randomised trials.

## Drug resistance

The development of resistance to cytotoxic drugs by a tumour is complex, and there is ongoing research into pharmacological methods of overcoming resistance caused by decreasing uptake by tumour cells. The proposed mechanisms of drug resistance are summarised in Table 3.

In addition to cellular resistance there are two other important mechanisms of resistance; poor vascularisation of the tumour resulting in decreased drug penetration; and only a small proportion of cells being in the active cell cycle, allowing time for the majority of cells to repair damage before cell division. The latter mechanism may be very important in slow growing

**Table 2 Development of a combination chemotherapy regimen**

- Only drugs which have been proven to be active against the tumour as single agent should be used.
- Wherever possible use drugs of non-overlapping toxicity.
- Pulsed intermittent therapy should be used to allow time for the bone marrow and gut to recover.
- Each drug should be given in its optimal dose and schedule.
- Drugs which act at different phases of the cell cycle should be used if practicable.

tumours and may explain why slow growing solid tumours such as colorectal cancers are little affected by chemotherapy.

## Administration

**Intravenous therapy** This is the preferred route of administration. It overcomes any problems with patient compliance and bioavailability. The cytotoxic drugs can be given by bolus, short intermittent infusion, or continuous infusion. The patient can be treated on an outpatient basis for regimens that can be administered over a few hours and are no more than moderately emetic. Complex regimens given over several days and/or are highly emetic require admission as an inpatient. There are ongoing trials with continuous infusion regimens with which the patient can go home and carry on with normal activities.

**Oral therapy** This is the simplest route of administration and can be taken by the patient at home. The disadvantages of this route are the risk of poor compliance and variable or reduced bioavailability from impaired absorption or vomiting.

**Local administration** Cytotoxic drugs may be instilled into a body cavity, allowing high local concentrations to be reached without systemic toxicity. For example, in the treatment of bladder cancer the drug is instilled directly into the bladder. In ovarian cancer, cisplatin or carboplatin may be instilled into the peritoneal cavity to act on peritoneal metastases and prevent recurrence of ascites as well as acting on the primary tumour. Intrathecal injections are

used to treat central nervous system metastases in certain tumours.

## Side-effects

Cytotoxic drugs, unfortunately, are not selectively toxic to cancer cells. They will also act on any normal cell undergoing division. The main sites of toxicity are where there are a proportionally high number of dividing cells, that is, the bone marrow, the epithelium of the gastro-intestinal tract and the hair follicles.

### Nausea and vomiting

The most immediate toxicity experienced by the patient is nausea and vomiting. It can also be the most distressing. The symptoms can be so severe that patients have been known to refuse any further courses of potentially curable chemotherapy. Anticipatory nausea and vomiting can occur, where the past experience of vomiting has been so bad that even the sight of the treatment room or the person administering the drugs can provoke intense vomiting.

The degree of nausea and vomiting depends on the drug and the dose used. Table 4 summarises the emetogenicity of individual cytotoxics. With some cytotoxics the use of an anti-emetic may not be necessary; for example, fluorouracil, etoposide or oral chlorambucil. In these cases, metoclopramide or domperidone may be prescribed "as required".

With moderately emetic drugs, metoclopramide or domperidone with dexamethasone may be used. Dexamethasone has been shown to be an effective anti-emetic with chemotherapy although its mode of action is unknown.

Highly emetic drugs such as cisplatin and high dose cyclophosphamide require regular administration of a combination of anti-emetics during the time the patient is susceptible to the effects of the chemotherapy. The regular administration of a combination of anti-emetics before and after the chemotherapy is essential as vomiting is easier to prevent than to control once it is established. The most commonly used anti-

emetic regimen in these circumstances is high dose metoclopramide by intravenous infusion, with intravenous dexamethasone and lorazepam. Lorazepam is used for its sedative and amnesic properties.

Ondansetron is the first of a new class of anti-emetics to be licensed, the 5-hydroxytryptamine receptor antagonists. It is extremely effective in the treatment of chemotherapy-induced nausea and vomiting with minimal side-effects. The high cost of ondansetron has resulted in many hospitals restricting its use to second line therapy when other anti-emetics have failed.

### Other GI toxicities

Mucositis involves erosion of the epithelium of the gastro-intestinal tract. This manifests mainly as mouth ulcers but also stomach ulcers and diarrhoea which are treated symptomatically. Mouth ulcers can be extremely painful and if severe and widespread can result in patients being unable to eat or take oral medication. Patients receiving fluorouracil and methotrexate are particularly susceptible. These ulcers can form a gateway for micro-organisms, part of the normal mouth flora, to gain access to the circulation. If the patient is immunosuppressed there is, therefore, a greatly increased risk of septicæmia.

Patients receiving chemotherapy are counselled on the necessity of good oral hygiene. They should brush their teeth with a soft toothbrush (as the gums are more susceptible to bleeding) and use an antiseptic mouthwash four times a day. The mouthwashes prescribed are usually Corsodyl or Oraldene. Pharmaceutical counselling can be an important reinforcement, particularly for those patients who receive domiciliary chemotherapy. In addition, if the patient is likely to be immunosuppressed for a number of days or weeks, prophylactic antifungal mouthwashes or lozenges are prescribed. These are often used more frequently at doses higher than recommended in the data sheet.

If the mouth ulcers become painful the first line therapy is a local analgesic such as Difflam mouthwash. If the pain is not relieved by local means, systemic analgesics should be used. Where the patient is in severe pain the use of opiates should be considered.

### Myelosuppression

The most life-threatening side-effect of chemotherapy is myelosuppression. Bone marrow haemopoietic cells are constantly

**Table 3. Cellular mechanisms of resistance to chemotherapy**

Mechanism	Drug
Efficient repair to damaged DNA	Alkylating agents
Decreased uptake by cell	Methotrexate
	Doxorubicin
Decreased intracellular activation	Mercaptopurine
	Fluorouracil
Increase intracellular breakdown	Cytarabine
Bypass biochemical pathways	Methotrexate
	Mercaptopurine
	Asparaginase
Gene amplification	Methotrexate



dividing and are extremely sensitive to the effects of most cytotoxic drugs. The time of onset, the degree of severity and the duration of myelosuppression depends on the drug(s) used, the dose and the timing of administration but can be predicted for any given drug regimen. The clinical manifestations are anaemia, neutropenia and thrombocytopenia.

The neutropenic patient is at risk from infections. The first sign of pyrexia in these patients is an indication for broad spectrum intravenous antibiotics. It is essential to start treatment immediately as a gram negative septicemia can be fatal in a matter of hours in these patients. The first choice of antibiotics is usually the combination of an aminoglycoside and either a cephalosporin or antipseudomonal penicillin. The source of infection is not often immediately identified, and infections not normally seen in general practice may occur, such as systemic fungal infections. Seemingly minor infections such as a Herpes simplex cold sores can spread rapidly.

**Alopecia**

Alopecia, due to the depression of hair follicle growth cells, is a distressing adverse effect. Depending on the regimen used the degree of hair loss ranges

from slight thinning to complete baldness. The patient will be warned beforehand of the possibility or certainty of hair loss and reassured that the effect is only temporary, although arrangements for a suitable wig can be made.

**Biological response modifiers**

Endogenous substances involved in the regulation of the immune system have been found to play a part in the body's defence against cancer. These are known as cytokines or biological response modifiers (BRMs).

Interferon was the first BRM to be discovered. Three types have been identified: alpha, beta and gamma. Alpha interferon has been extensively investigated and is the only form which has a product licence. Although it has failed to live up to its expectations as a universal panacea in the treatment of cancer, it has a place in the treatment of hairy cell leukaemia, chronic myelogenous leukaemia, renal cell carcinoma and Kaposi's sarcoma. It is currently under investigation as an adjuvant to chemotherapy and as maintenance therapy to prolong remission.

Interleukin-2 (IL-2) is a glycoprotein produced by cells called T-helper lymphocytes. It is thought to act by stimulating lymphokine activated killer (LAK)

cells which are assumed to react with the cancer cells. It is presently only being used in clinical trials and has shown some activity in malignant melanoma and renal cell carcinoma. Administration is by continuous intravenous infusion as a hospital inpatient or by subcutaneous injection with the patient self-administering the drug at home. The main side-effects reported are "flu-like" symptoms, hypotension and gastro-intestinal disturbances.

**Colony stimulating factors**

Colony stimulating factors (CSFs) are haemopoietic growth factors. Their name is derived from their ability to stimulate progenitor cells in the bone marrow to form colonies of mature cells. Clinical trials have shown G-CSF (granulocyte) and GM-CSF (granulocyte-macrophage) stimulate the production of these white blood cells. The clinical outcome of this effect is that it shortens the duration of neutropenia in a patient receiving chemotherapy thus shortening the time the patient is at risk from life-threatening infection. The CSFs have a potentially important role in the supportive care of a patient undergoing chemotherapy by overcoming dose-limiting and life-threatening myelosuppression.

**Further Reading**  
*Cancer and its Management* (1986) R. Souhami and J. Tobias, Blackwell Scientific Publications, Oxford.  
*Lecture Notes on Clinical Oncology (Second Edition)* B.W. Hancock and J.D. Bradshaw, Blackwell Scientific Publications, Oxford, 1986.

**Table 4 Emetogenicity of cytotoxic drugs with time of onset (hr)**

Severe	Moderate	Minimal
Cisplatin (1-6)	Mitomycin C (1-4)	Bleomycin (3-6)
Dacarbazine (1-3)	Nitrosoureas (2-6)	Vinca alkaloids (4-8)
Adriamycin (4-6)	Ifosfamide (1-2)	Etoposide (3-8)
	Cyclophosphamide (4-12)	Antimetabolites (3-12)



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# THIS WEEK'S PRICE CHANGES

# CHEMIST & DRUGGIST PRICE SERVICE

Due to a computer failure over the weekend, we are unable to bring you a Price List Supplement with all the amendments this week. The following is a selection of price changes, deletions and additions. Please retain last week's Price Supplement for the cumulative changes. All the changes planned for this week will appear in the March 16 Supplement.

	PIP code	Trade	Retail	
<b>ALUHYDE</b> (Sinclair Pharmaceuticals)				
effective March 1				
tablets 50	009-043	3.43	5.49 P	a
<b>BELLOCARB</b> (Sinclair Pharmaceuticals)				
effective March 1				
tablets 50	400-366	3.43	5.49 P	a
<b>BLUE EYE TEC</b> (Robinson Healthcare)				
waterproof & occlusive				
visually & electronically detectable				
first aid dressings				
17.5cm x 2.5cm (finger)	339-390	2.38		d
assorted for industry	281-675	21.77 (12)		d
wallet of 10	257-188	14.43 (24)		d
5.1cm x 3.8cm sterile	245-902	7.10		r
7.6cm x 1.9cm sterile	228-452	7.30		a
7.6cm x 5.1cm sterile	253-559	13.68		a
waterproof adhesive care				
2.5cm x 5m	339-432	18.75		a
<b>BODY CHECK</b> (Smithkline Beecham)				
anti-perspirant deodorant				
aerosol 150ml	325-258	14.40 (12)	1.60	a
<b>BODY MIST PLUS</b> (Smithkline Beecham)				
aerosol standard		11.62 (12)	1.29	d
dawn fresh 828-491, dew fresh 774-463,				d
spring fresh 828-491				d
wild fresh 828-509				
aerosol economy	006-288	16.65 (12)	1.85	a
aerosol large	010-199	14.40 (12)	1.60	a
non-aerosol pump 100ml	451-690	20.16 (12)	2.24	a
shower gel 250ml	413-815	7.79 (6)	1.73	a
solid 50g	103-036	15.03 (12)	1.67	a
<b>BODYFORM</b> (Scott)				
sanitary towels				
night time 10	498-600	10.48 (12)		a
regular 10	073-635	17.29 (12)		a
20	430-140	14.64 (12)		a
<b>BODYPLAN</b> (Reckitt & Colman)				
meal replacement	110-445	26.83 (6)	5.59 GSL	a
starter pack	110-429	15.79 (6)	3.29 GSL	a
<b>BONJELA</b> (Reckitt & Colman)				
effective March 4				
gel 15g	368-357	13.29 (12)	1.69 GSL	a
<b>BRISTOWS</b> (Smithkline Beecham)				
hold & shine hairspray				
large 300ml	404-574	15.84 (12)	1.76	a
medium 200ml	404-558	11.25 (12)	1.25	a
shine shampoo 200ml	214-635	4.23 (6)	0.94	a
<b>BRYLCREAM</b> (Smithkline Beecham)				
anti-dandruff 140ml	469-452	19.26 (12)	2.14	a
large 210ml	037-986	20.16 (12)	2.29	a
medium 140ml	037-978	15.84 (12)	1.76	a
standard 75ml	037-960	13.14 (12)	1.46	a

## BRYLCREAM BLACK (Smithkline Beecham)

anti-perspirant deodorant				
150ml	177-105	6.67 (6)	1.71	a
body spray 150ml	177-782	7.14 (6)	1.83	a
fixing spray 200ml	281-857	6.67 (6)	1.71	a
modelling gel 150ml	280-610	6.67 (6)	1.71	a
shampoo & conditioner 200ml	177-014	6.67 (6)	1.71	a
shave foam 200ml	177-139	6.67 (6)	1.71	a
shower gel 250ml	177-212	6.67 (6)	1.71	a
styling gel 125ml	299-966	6.67 (6)	1.71	a
styling mousse 150ml	196-642	6.67 (6)	1.71	a

## CAPRIX (Sinclair Pharmaceuticals)

effective March 1				
tablets 100	042-226	4.11	7.07 P	a
500	421-560	18.28	31.44 P	*

## CLAIRVAN (Sinclair Pharmaceuticals)

effective March 1				
injection 2ml 6	308-437	18.28	31.44 POM	a

## CODIS (Reckitt & Colman)

effective March 4				
tablets 24	054-429	17.94 (12)	2.25 PCDI	a
48	054-437	15.90 (6)	3.99 PCDI	a

## CONTAC 400 (Smithkline Beecham Health Care)

effective March 1				
6	056-044	15.57 (12)	1.99 P	a
12	056-051	25.43 (12)	3.25 p	a
24	058-628	34.04 (12)	4.35 P	a

## COSSACK (Reckitt & Colman)

effective March 4				
men's hair dressing aerosol 200ml	422-170	13.44 (12)	1.67	a
300ml	422-188	8.22 (6)	2.04	a
styling gel 125ml	154-930	7.06 (6)	1.75	a
styling spray 150ml	069-708	8.15 (6)	2.02	a

## DIOCALM JUNIOR (Smithkline Beecham Health Care)

powder sachets 5	398-750	6.58 (6)	1.65 PCDI	*
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## DIORALYTE (Rorer Pharms)

supplement sachets 20		4.17	7.19 P	d
cherry 713-123, pineapple 895-300				i
Blackcurrant 907-782, citrus 907-790				

## DIPROSALIC (Schering Plough)

ointment 30g	044-735	3.30	POM	a
100g	052-506	9.50	POM	a
scalp applications 30ml	068-304	4.20	POM	a
100ml	068-320	10.50	POM	a

## DIPROSONE (Schering-Plough)

ointment 30g	402-354	2.57	POM	c
100g	402-370	7.30	POM	c
lotion 30ml	402-479	3.25	POM	c
100ml	402-487	9.30	POM	c

## DISPRIN (Reckitt & Colman)

effective March 4				
tablets 8	435-511	4.31 (12)	0.54 GSL	a
12	161-588	6.03 (12)	0.76 GSL	a
24	435-537	10.25 (12)	1.29 GSL	a
48	435-545	15.57 (12)	1.99 P	a
96	435-552	13.03 (12)	3.25 P	a

## DISPRIN EXTRA (Reckitt & Colman)

effective March 4				
soluble tablets 8	103-358	5.10 (12)	0.65 GSL	a
24	103-374	12.04 (12)	1.54 GSL	a
48	103-390	10.77 (12)	2.75 P	a

## DISPRIN SOLMIN (Reckitt & Colman)

effective March 4				
tablets 16	468-613	9.04 (12)	1.15 GSL	a
24	055-236	11.77 (12)	1.49 GSL	*

## DISPROL (Reckitt & Colman)

effective March 4				
adult analgesic 24	281-683	9.57 (12)	1.22 GSL	a

## DISPROL JUNIOR (Reckitt & Colman)

effective March 4				
suspension sugar-free 120mg/5ml 60ml	409-912	8.66 (12)	1.55 P	a
100ml	197-152	13.70 (12)	1.82 P	a

## EMFLEX (Merck)

(acemetacin)				
capsules 60mg 90	322-180	22.50	POM	*

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smokers toothpaste				effective March 1			
pump pack 100ml	376-063	15.70 (12)	1.99	c	tablets 30	207-449	0.82
<b>FERFOLIC SV</b> (Sinclair Pharmaceuticals)					100	210-641	2.51
effective March 1					500	213-488	11.43
tablets 100	098-665	3.99	<b>6.82 POM</b>	a	<b>PARENTROVITE</b> (Bencard)		
500	418-376	17.40	<b>29.30 POM</b>	a	ampoules pairs intramuscular		
<b>FESOVIT</b> (Wellcome)					high potency 3	210-161	1.28
effective March 1					12	210-187	5.12
Spansule capsules 30	099-580	23.87 (12)	<b>3.05 P</b>	a	maintenance 3	210-195	1.19
<b>FRANCOL</b> (Franco Surgical)					12	005-819	4.76
Sween deodorant	244-913	3.02	3.55	a	intravenous		
<b>GERMOLOIDS</b> (Smithkline Beecham Health Care)					high potency 3	210-229	1.28
cream 25g	398-362	13.72 (12)	<b>1.72 GSL</b>	*	12	210-237	5.12
<b>HALIBORANGE</b> (Reckitt & Colman)					<b>PROCOL</b> (Wellcome)		
effective March 4					effective March 1		
tablets A,C & D 30	452-706	8.18 (12)	<b>1.09 GSL</b>	a	Spansule capsules 8	228-262	18.70 (12)
60	349-027	14.96 (12)	<b>1.99 GSL</b>	a	<b>PULMOLL</b> (Jenks Group)		
120	349-068	23.98 (12)	<b>3.25 GSL</b>	a	throat lozenges 75g	444-265	6.96 (10)
fish oil & vitamins					sugar free 50g	444-273	6.96 (10)
fruit flavour 30	000-422	15.57 (12)	1.95	a	<b>BALGEX</b> (Smithkline Beecham)		
60	000-430	27.85 (12)	3.49	a	effective February 25		
<b>HISTRYL</b> (Wellcome)					low-odour spray 125ml	086-439	15.56 (12)
effective March 1					<b>SELDANE</b> (Merrel Dow)		
Spansule caps 5mg 30	123-901	21.52 (12)	<b>2.75 P</b>	a	effective March 1		
250	123-919	11.41	<b>17.49 P</b>	a	tablets 120mg 7	390-427	2.16
paediatric 2.5mg 30	123-885	16.36 (12)	<b>2.09 P</b>	a	<b>SENOKOT</b> (Reckitt & Colman)		
<b>INFLUVAC</b> (Duphar)					effective March 4		
influenza vaccine					granules 100g	366-435	5.68 (3)
vial 5ml 10 dose	063-669	46.20	POM	d	24	376-251	9.17 (12)
<b>KAI-LAN</b> (Ethicare)					50	257-535	15.55 (12)
effective February 25					100	257-543	22.25 (12)
capsules 120	176-065	12.60	18.26	r	<b>SINE-OFF</b> (Wellcome)		
<b>LEDCLAIR</b> (Sinclair Pharmaceuticals)					effective March 1		
effective March 1					tablets 12	111-419	13.71 (12)
injection 5ml	492-926	20.570	<b>35.38 POM</b>	a	24	111-427	21.52 (12)
<b>LEMSIP</b> (Reckitt & Colman)					<b>SOF-TONE</b> (Fort Sterling)		
effective March 4					effective April 1		
chesty cough 100ml	359-968	7.130 (6)	1.79	*	100 case rate		
cold relief 5	158-014	11.21 (12)	<b>1.35 GSL</b>	a	toilet tissue 2	420-463	4.59 (12)
10	158-030	17.45 (12)	<b>2.19 GSL</b>	a	<b>SPASMONAL</b> (Norgine)		
16	116-699	13.10 (6)	<b>3.19 P</b>	a	effective March 1		
blackcurrant					capsules 100	406-033	11.20
5	365-817	11.21 (12)	<b>1.35 GSL</b>	a	<b>STERAC</b> (Galen)		
10	365-809	8.760 (6)	<b>2.19 GSL</b>	a	effective March 11		
capsules 10	359-919	9.990 (12)	<b>1.25 GSL</b>	a	(sodium chloride 0.9% w/v, sterile water)		
20	359-901	16.76 (12)	<b>2.10 GSL</b>	a	150ml	420-315	0.83
junior blackcurrant 6	340-968	8.24 (12)	<b>1.05 GSL</b>	a	1000ml	420-323	1.10
expectorant 100ml	280-206	15.88 (12)	<b>1.99 P</b>	a	sterile water 150ml	420-331	0.80
200ml	280-099	14.28 (12)	<b>3.59 P</b>	a	1000ml	420-414	1.07
linctus 100ml	280-347	14.28 (12)	<b>1.79 GSL</b>	a	<b>STEREXIDINE</b> (Galen)		
200ml	280-222	26.26 (12)	<b>3.29 GSL</b>	a	effective March 11		
<b>LIBRA SLIMS</b> (Scott)					(chlorhexidine gluconate 0.02% w/v)		
sanitary towels					150ml	420-430	0.83
regular purse pac 18	479-725	11.69 (12)		a	1000ml	420-448	1.10
<b>LIGA</b> (Jacobs Bakery)					<b>THEPHORIN</b> (Sinclair Pharmaceuticals)		
low sugar rusks 150g	094-540	9.45 (12)		i	effective March 1		
<b>LIMCLAIR</b> (Sinclair Pharmaceuticals)					tablets 25mg 50	284-463	2.42
effective March 1					<b>UROGRAFIN</b> (Schering Health Care)		
injection 5ml 6	492-934	22.86	<b>6.82 P</b>	*	310M (65%) 20ml	161-786	15.14
<b>LUBORANT</b> (Antigen Europe)					<b>VIBRAMYCIN</b> (Invicta Pharmaceuticals)		
(distributors Boehringer Ingelheim)					syrup 50mg/5ml 30ml	348-599	1.55
saliva replacement solution					<b>VISCLAIR</b> (Sinclair Pharmaceuticals)		
pump spray 60ml	421-602	3.96	<b>6.82 P</b>	*	effective March 1		
<b>MENTHOLATUM</b> (Mentholum)					tablets 100	304-667	17.14
effective March 11							
balm tube	177-048	9.76 (12)	<b>1.30 GSL</b>	c			<b>26.00 P</b>

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# BUSINESS NEWS

## Resolving Sunday law

The Home Office is starting talks aimed at settling the issue of Sunday trading law reform.

Angela Rumbold, the Home Office Minister, has invited several organisations on both sides of the debate, to discuss how a compromise could be reached. The meetings are likely to extend into the Autumn and the Home Office has said there will be no proposal to change the law until general agreement is reached.

The fact that the meeting is to take place was underlined in the Commons on Tuesday when an attempt by Mr John Marshall (Con) to introduce a private members' Bill to relax existing restrictions was defeated by 69 votes (144-75).

He proposed that a range of shops that trade illegally on Sundays, such as DIY and garden centres, video shops, small grocers and newsagents, be allowed to open. Any shop could trade between noon and 6pm. In both cases licences would be needed. On the six Sundays before Christmas, all shops would be free to open between 9am and 6pm without a licence.

Meanwhile the Union of Shop, Distributive and Allied Workers claims it is a "cruel deception" that shops can open 14 hours a day, seven days a week, without shopworkers being forced to work on Sundays or late in the evening.

## ICI profits plunge in disappointing year

ICI have announced a 36 per cent drop in pre-tax profits against a fall in turnover of just 2 per cent. At the same time the company has signalled a £300 million reorganisation.

A defiant Sir Denys Henderson, chairman of ICI, said: "I do not regard either £977m pre-tax profit or earnings per share of 87.9p as satisfactory. It has been a difficult and disappointing year and we do not expect 1991 to be any easier."

**Turnover down 2pc to £13 billion**

**Pre-tax profit down 36pc to £977m**

**Earnings per share down 35pc to 87.9p**

**Dividend per share steady at 55p**

"We were one of the first to see the downturn coming. We foresee lower economic growth ahead and we want to allocate to business the people and capital which is right for the circumstances. ICI will be highly selective with its resources both in the short term and long term."

Restructuring will leave ICI with seven rather than six business groupings, with the additional group to be known as Materials.

Despite the generally disappointing results pharma-

ceuticals stood up well and contributed almost 50 per cent of the profits. Pharmaceutical profits have grown 23 per cent, up from £399m in 1989 to £489m last year. The turnover increase has been less spectacular, up from £1.3 billion to £1.4 billion.

Commenting on drugs in the R&D pipeline, Sir Denys said: "Our existing portfolio has life in it yet. We are confident of the quality of new products coming through up to 1993; that year will see the launch of a broad spectrum injectable antibiotic, meropenin."

"Recently launched products are still growing at a pretty fast rate, and many are still to be launched in Japan."

The company still intends to sell its fertiliser business.

Sir Denys has been invited to remain chairman until 1995.

Smithkline Beecham increased pre-tax profits by 19 per cent to £860m in 1990-91. Trading margins from continuing operations increased 20.8 per cent. Sales at £4.5 billion rose 6 per cent (9 per cent at constant exchange rates). Pharmaceutical trading profits were up 34 per cent and sales up 6 per cent led by record sales of Augmentin. The total dividend for the year was 14p per share.

## Shulton lose sales team

Shulton's management is moving in-house to Procter & Gamble Health and Beauty. Absorption of Shulton into Procter & Gamble Health and Beauty is planned for the end of June.

Shulton's management team, which was at the company's Wokingham site, has moved into the Procter & Gamble premises at Egham. However, the Wokingham factory "carries on unchanged," a Procter & Gamble spokesman told C&D.

The Shulton sales force is being restructured and has been blended in with the Procter & Gamble Health and Beauty sales force.

Shulton will carry on as a trading name on the products "for some time after June": brands include Old Spice, Mandate and Insignia.

Procter & Gamble bought Shulton from Cyanamid last Summer (C&D June 23, p1125).

Fisons have announced pre-tax profits of £230.2m, 36 per cent up on 1989. Some 16 per cent of this was contributed by VG Instruments, acquired in February last year. The pharmaceutical division increased sales by 6 per cent to £501m while profits showed a rise of 16 per cent to £151m.

Pinewood Laboratories are changing their name to Pinewood Healthcare.

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## Glaxo interims show modest improvement overall

Chief executive Dr Ernest Mario revealed a modest rise in profits for Glaxo at the half year mark and defended the pricing of Zofran.

He also announced a £1 million donation to open a centre for neurological diseases on Merseyside.

"There is no tail to this; we have no products for the treatment of epilepsy ourselves. The donation has been made on behalf of the 42,000 Glaxo employees."

Glaxo have pushed pre-tax profits up 7 per cent in the first half of the financial year, from £579 million to £617m; sales were up just 3 per cent from £1.46 billion to £1.50 billion.

"The strength of sterling in

**Turnover up 3pc to £1.5 billion**

**Pre-tax profits up 7pc to £617m**

**Earnings per share up 9pc to 29.2p**

**Interim dividend up 21pc to 8.5p**

the six month period had a deleterious effect," said Dr Mario. But results were helped by a slight decrease in the tax rate for the company due to a decrease in UK capital allowances and other technical changes in the USA.

The company had sales of £3m in the first three months for its recently introduced anti-asthma drug, Serevent, and Dr Mario foresees it taking a growing share of the market.

Defending Zofran against the charge that its price is making some doctors reluctant to use it as a first line treatment he said: "It costs £100 a course and a patient may need six courses in a treatment programme, but if someone on chemotherapy no longer has to have an overnight stay, it could save the hospital £200 a time."

### BRIEFS

**As part of a management** restructure Ashton's have changed their name to Zorbit Babycare to emphasise the brand's importance in the baby market.

There have also been changes in the senior management team. Mike Ashton, general manager, is retiring and will be succeeded by John Blackburn. Pauline Henbrey has been promoted to design manager and Rita Higgins to planning manager.

Newcomers to the company are Phil Bulpitt and Mark Winters as sales office manager and export development executive respectively.

**Chemtec Systems Ltd** have moved to new larger premises as part of their expansion programme. Their new address is: 17f Boxer Place, Moss Side, Leyland, near Preston, Lancashire PR5 3QL. Tel: 0772 622839. Fax: 0772 622879.

**Moss Chemists** have opened their first pharmacy in a Tesco superstore. The company has also announced the opening of a new pharmacy in Asda at Dagenham. The Tesco pharmacy is in the grocery chain's new Thetford superstore, while the Asda location represents the 31st Moss Chemist in these shops. Moss now have 92 pharmacies in the UK.

### COMING EVENTS

## PSNI dinner

The Pharmaceutical Society of Northern Ireland's president's dinner will take place at the Culloden Hotel, Craigavad, Co Down on March 13.

The evening will start with a sherry reception from 8 to 8.30pm and the cost per person is £18. Details from Derek Lawson on 0232 326927.

### Monday, March 11

**Southampton Branch, RPSGB.** "A wonderland of herbs" — visit to Brome & Schimmer, Romsey.

### Tuesday, March 12

**Ayrshire Branch, RPSGB.** Piersland Hotel, Troon at 8pm. "The dangers of sun on skin" by Professor R. Mackie, Glasgow University.

**Bath Branch, RPSGB.** School of Pharmacy and Pharmacology, Bath University at 8pm. "Hypercholesterolaemia" by Dr J.P.D. Reckless.

**Leicestershire Branch, RPSGB.** Postgraduate Medical Centre, Leicester Royal Infirmary, 7.30 for 8pm. "Red eye" by Professor Rosenthal. Joint meeting with opticians.

**Liverpool Branch, RPSGB.** Liverpool Medical Institute, Mount Pleasant, 7 for 8pm. "Dr Jeckyll and Mr Hyde", joint meeting with BMA.

**South East Metropolitan Branch, RPSGB.** Medical Centre, Lewisham Hospital at 8pm. "Original pack dispensing" by Larry Hurst, ABPL.

### Wednesday, March 13

**Cardiff Branch, RPSGB.** Meeting now on March 20.

**Dumfries and Galloway Branch, RPSGB.** Dumfries and Galloway Royal Infirmary, 7 for 8pm. "Science and crime" by Mr A.J. Clatworthy.

**Isle of Wight Branch, RPSGB.** Postgraduate Medical Centre, St Mary's Hospital, Newport at 8pm. "Wound healing" by Dr K.J. Harkiss.

### Thursday, March 14

**Eastbourne Branch, RPSGB.** Postgraduate Medical Centre, Eastbourne General Hospital at 8pm. "Cholesterol testing by pharmacists" — talk and demonstration.

**Manchester and Salford Branch, NPA.** Lancashire County Cricket Club, Old Trafford 7.30 for 8pm (buffet). "The role of the pharmacist in smoking cessation" by Dr Chris Steele.

**Northern Scottish Branch, RPSGB.** Coach House Inn, Inverness at 7.45pm. Meeting to discuss branch representatives' motions.

**Stirling and Central Scottish Branch, RPSGB.** The Royal Hotel, Bridge of Allan at 7.45pm. Scottish Department meeting with speaker Michael Forsyth, Scottish Minister for Health.

### Advance information

**UK Clinical Pharmacy Association Spring Conference** at York University March 22-24. Concurrent programmes cover education and training, cancer care, and quality assurance. Fees are £130 (members) and £150 (non-members). Details from Mrs Pat Kennedy on 0533 552020.

**African and Caribbean Pharmacy Association.** Symposium on asthma in the black community, Guy's Hospital, London, 2-5pm, March 17. Refreshments available. Further details from Eileen Wilson on 081-461 4325.

**Applied Pharmacy Practice Learning Events.** "Cardiovascular disease in community practice" by Drs Alison and John Blenkinsopp, Drumkeen Hotel, Belfast, March 21-22. Details from Donna McDowell on Belfast 650111.

**The Society for Drug Research.** "Non-peptide antagonists for peptide receptors" at the School of Pharmacy, London, March 21. Fee £25. Details from Barbara Cavilla on 071-581 8333.

**Retail Week.** Conference at Metropole Hotel, Brighton, March 21-22. Details from Jessica Sutherland on 081-699 9949.

## D&P costs to be passed on

Pharmacists taking in films for developing and processing are increasingly likely to be charged for failed films. And a surcharge for handling D&P of "throwaway" cameras may be in the pipeline.

Following a complaint from a pharmacist in Gloucester that one of the photo-finishing firms had introduced a charge for failed films, the National Pharmaceutical Association has approached the firms concerned and also the Association of Photographic Laboratories (APL).

Colourcare justified its charge on the grounds that it always supplied a replacement film in such circumstances and that, if only one or two prints had come out, their 1-15 processing rate would have been charged. Whether or not the charge was passed on was the retailer's decision.

The APL says its member laboratories have been concerned for some time at the increasing

number of films that come in for processing and which cannot be printed. This causes serious loss of revenue for the laboratory and for the pharmacist.

Since the introduction of compact cameras, the number of failed films has risen to about 6 per cent of the total says the APL. Nationally, this amounts to almost six million films. Collection, delivery and some processing costs are involved, regardless of whether films are successful, and there is no longer the compensating return on recovered silver (which is higher in the case of non-exposed film) because of lower silver prices and the amount of capital investment necessary to recover it as required by environmental considerations.

The APL warns that its members are considering the increased costs associated with handling "throw-away" cameras and whether to make a surcharge.



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# ABOUT PEOPLE

This sculpture, made entirely from Wright's coal tar soap, was commissioned to mark the company's sponsorship of the cub scouts 75th anniversary. Pictured are members of the 27th Fulham cub scout pack

Below: pharmacist Glen Miller, of Foster & Plumpton, Immingham, is presented with a Psion organiser by David Liddle of Brita Waterfilters after winning their Christmas display competition



## APPOINTMENTS

### Musical chairs at Unichem

Unichem have strengthened their operations management team with six appointments at head office and the Chessington, Croydon, Letchworth and Walthamstow branches. Christopher Etherington has been appointed deputy director of operations at head office in Chessington.

Peter Kent, formerly general manager of the Croydon branch, has been appointed general manager of Chessington distribution centre. Allan Blaydon moves to Croydon from Letchworth as general manager.

Nigel Cochrane has been promoted to fill the vacancy of operations manager at Letchworth. His position as operations manager at Walthamstow is filled by Nigel

Basey, who joined Unichem's Newcastle branch as assistant warehouse manager in 1986.

Tony Foreman has been promoted to deputy marketing director.

### SB promotion for Hinkley

Peter Hinkley has been appointed sales director at Smithkline Beecham Health Care, where his portfolio will include brands like Beechams Hot Remedies, Night Nurse, Cough Caps, Setlers Tums and Diocalm.

He is promoted from the position of national account sales manager at Smithkline Beecham Drinks UK, where he worked on Lucozade, Ribena, Horlicks, Shloer and C-Vit.

In the past he has worked for Allied Bakeries, Golden Wonder, L'Oreal, International Chemical (now Whitehall) on Anadin, and RHM Foods.

Medicopharma UK have appointed Eddy Donnelly as sales executive for West of Scotland and central region with Macarthy Medical, Glasgow. He was previously with Vestric and Wyeth.

AAH Pharmaceuticals have appointed Ian Waddell as chemist sales representative based at their Huddersfield branch.

Janssen Pharmaceutical have appointed Ellie Hughes as marketing manager, pharmacy division. She will be responsible for marketing planning, new product development and strategic planning.

Parfums Givenchy have announced the promotion of Pierre-Yves Brezillon to marketing manager.

Upjohn UK have appointed Dr Graham Burton as medical director. Before joining Upjohn two years ago as head of regulatory affairs and product safety, Dr Burton worked with the Medicines Control Agency. His appointment comes after the retirement of Dr Norman MacLeod, director of medical and regulatory affairs, earlier this year.

### Anyone for tennis?

Smithkline Beecham Pharmaceuticals' chairman, Jan Leschley, is a former Wimbledon tennis player, once rated tenth in the world.

His sporting prowess came to light when he presented the SKB/Medical Journalists Association medical radio awards. The national winner was Sharon Banoff for the BBC programme "Katie and her people", about a woman with a multiple personality.

The silver certificate went to David Berry who produced a "You and yours" programme on BBC Radio 4, asking what lessons had been learnt from health scares. Winner in the regional category was Ann Jones, for the BBC Radio Sussex programme "It takes two", which asked how people could be encouraged to talk about AIDS and safer sex.

### Pharmacist in for a song

The Welsh hills are once again alive with the sound of music thanks to the fund raising efforts of Vantage pharmacist Alun Cunnah.

Mr Cunnah, who owns the Wepre Pharmacy in Connah's Quay, was one of two main organisers of a concert to raise funds for the Welsh National Eisteddfod.

The Eistedfodd, which will be held in Mold, Clwyd in August, has been estimated to cost £130,000. The money is being raised by numerous local committees throughout Wales, including Mr Cunnah's committee in Deeside which was set a target of £6,500.

Various fund-raising methods have been used, but the most successful was a musical concert held at the Deeside Leisure Centre which raised £4,000.



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# BABY CARE

A CHEMIST & DRUGGIST SUPPLEMENT

March 9, 1991



ANTE-NATAL SCREENING: WHAT IT'S ALL ABOUT  
BIRTH OF THE BLUES: POST-NATAL DEPRESSION  
WEANING THE VEGETARIAN WAY  
A GUIDE TO IMMUNISATION  
MARKET FACTS AND FIGURES





FOR  
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UNIQUE WETNESS BARRIERS



NEW • COMPACT •  
40  
PACK

Elasticated Waist  
**Togs**

TODDLER  
FOR HER

20-36 lbs (9-16kgs)

100 PER CENT  
NON-CHLORINE BLEACHED  
FLUFF-PULP

THE • ULTIMATE • DESIGN • IN • NAPPIES

FOR  
HER  
UNIQUE WETNESS BARRIERS



NEW • COMPACT •  
40  
PACK

THE • ULT

FOR  
HIM  
UNIQUE WETNESS BARRIERS



NEW • COMPACT •  
40  
PACK

Elasticated Waist  
**Togs**

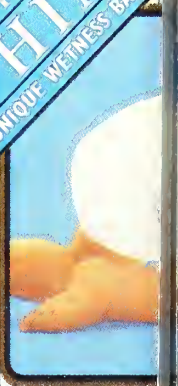
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## YOU CAN DISPLAY 25% MORE TOGS WITH OUR NEW COMPACT PACKS.

Togs now fit even better.

Our new packs are 25% smaller but, ingeniously, contain the same number of nappies.

So more fit onto your shelves. And more fit into your customers' bags than ever before.

(We've even fitted two weeks supply of our

Infant, Toddler and Child-sized nappies into brand new bumper packs for extra convenience.)

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## YOU CAN WITH OU

Togs now fit even better.

Our new packs are 25% smaller but, ingeniously, contain the same number of nappies.

So more fit onto your shelves. And more fit into your customers' bags than ever before.

(We've even fitted two weeks supply of our

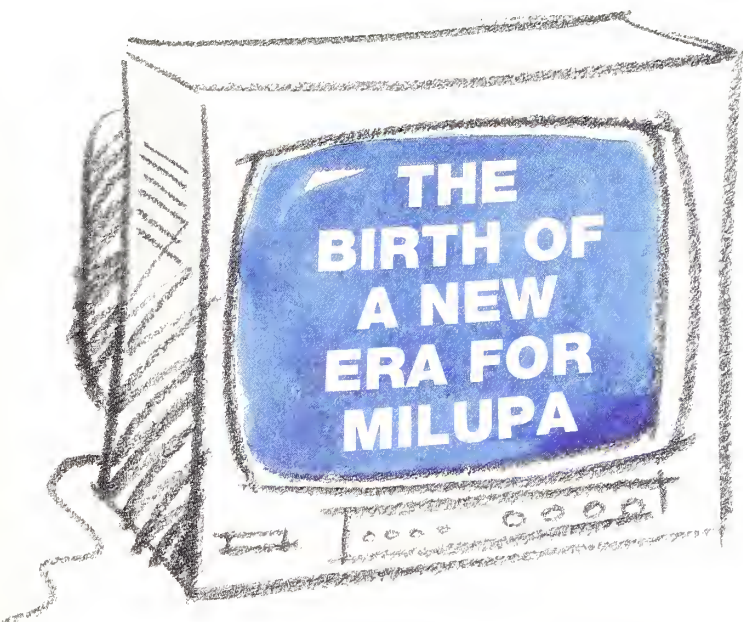


# BABY CARE

A CHEMIST & DRUGGIST SUPPLEMENT

MARCH 9, 1991

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Milupa, the number one dry babyfood brand, is proud to announce the birth of its first TV campaign.

The campaign is the latest addition to the long-running press advertising which

highlights the wide range of babyfoods

within the range and the natural taste which appeals so much to babies.

The TV campaign is being backed by a total media spend of over £3 million, so it's sure to achieve great results. Especially as it reinforces all the inherent strengths of the brand.

So make sure you cater for Milupa's latest brainchild and the ensuing demand by ordering extra stocks of Milupa babyfoods now.

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Milupa babyfoods. The one taste little experts agree on.

See your representative or ring our Sales Department on 081 573 9966  
Milupa Ltd., Milupa House, Uxbridge Road, Hillingdon, Uxbridge, Middlesex UB10 0NE.



# The foetus as a patient

*What happens when the pregnant mum disappears down to the clinic for her "scan" or "check up"? Dr J. Meyer, consultant paediatrician at Pembury Hospital, looks at ante-natal screening and diagnosis, and assessment of foetal welfare*

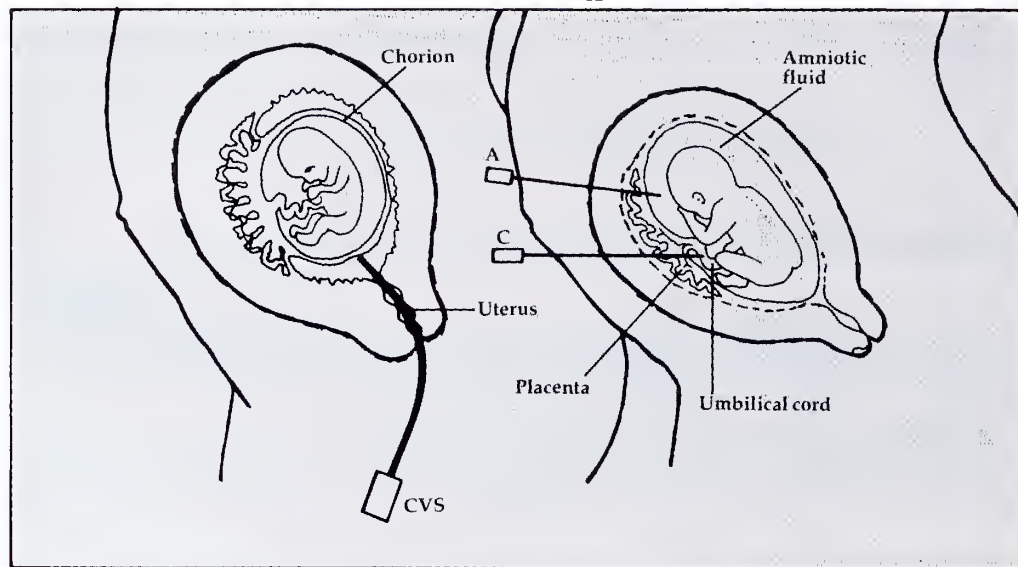
**A** new age in medicine has dawned. Until a very few years ago the medicine of the foetus, its health, growth, development and wellbeing were matters of educated guesswork. The assumption was made that if the mother was well, so hopefully was the baby; if palpitation of the abdomen revealed a growing conceptus so much the better. All that has now changed.

The foetus can now be treated very much as any other patient. Just as adult medicine concerns itself with prevention of disease, and failing that its treatment, so foetal medicine has developed techniques and strategies for screening and diagnosing disease states, and in some cases remedying them before birth.

It is with some of the newer procedures that this article is concerned. Firstly the specific diagnostic tests for potential diseases for which a particular foetus (but by no means all) is at risk will be touched on. There are literally hundreds of such diseases. Secondly, and more exciting, are those investigations which may eventually become a routine part of ante-natal assessment of foetal welfare.

## Ante-natal tests for specific diseases

Clearly it would be nonsense to screen for all possible congenital diseases. One of the cardinal features of a screening programme is that



**Diagram 2:** Chorion villus sampling of foetal tissue can be carried out via the uterus in early pregnancy (left), while amniocentesis (A) or cordocentesis (C) takes place once the placenta has formed, at about 15-16 weeks

the population treated has to be at significant risk.

There are three main groups of people for whom ante-natal screening is appropriate because they are in an at risk group:

**Age:** Most familiar are those older mothers who have an increased risk of having a baby with trisomy 21, Down's syndrome. Other chromosome abnormalities are less obviously age related. Paternal age may also have an influence in some.

**Race** There are racial groups with a particularly high incidence of certain genetic diseases. Many of these, such as sickle cell disease among negroes and Tay Sachs disease among Ashkenazie Jews, are detectable in the foetus.

**Family** There are families in which a genetic disease arises (usually of a single gene Mendelian type). The potential risk to an offspring can be calculated and ante-natal diagnosis made. There are many such diseases, most of them very rare, but in many

both the carrier state and the disease itself can be detected in the foetus. Where such a family history exists it is often possible to detect the carrier state in the parents before pregnancy is contemplated and give advice about foetal risk.

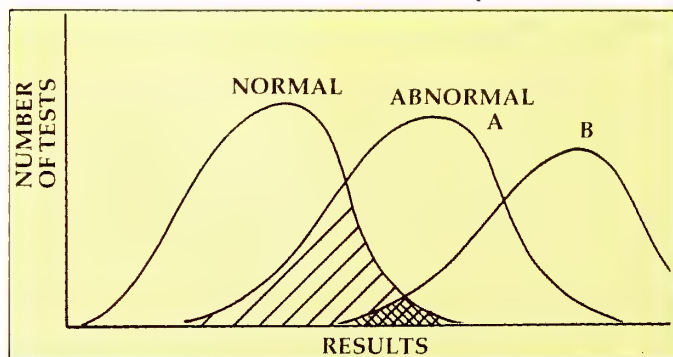
## Some obvious points...

It is worth pointing out a few obvious but often forgotten aspects of ante-natal diagnosis. There is clearly no point in putting a foetus at risk for a disease which is treatable. Galactosaemia is a nasty, potentially lethal disease inherited as a recessive gene which can be diagnosed before birth. However, the children are perfectly normal provided they are maintained on a lactose (milk sugar) free diet — not an onerous imposition, and certainly not worth an abortion.

This raises a second point: there is no point in ante-natal

diagnosis if the parents would, for racial, religious or cultural reasons, refuse the termination of pregnancy if the test were positive. This implies a most important feature of ante-natal diagnosis: no such tests should be performed unless accompanied by skilled, informed counselling in terms that the family fully understands. This is no simple matter: it may involve interpreters and religious advisers, and usually means more than one session.

A further aspect of ante-natal tests is that they have to be accurate to an acceptable degree. All biological tests are open to error; all results are expressed as a range of normal; the abnormal results will also have a range. The two will inevitably overlap (see diagram 1). With test A the overlap (shaded area) is large, so too many normal babies might have their gestation terminated, or too many abnormal babies would be allowed to continue. Test B would be



**Diagram 1.** All biological tests are open to error, and all results expressed as a range of normal. The two will inevitably overlap. With test A the overlap (shaded area) is large, so too many normal babies might have their gestation terminated, or too many abnormal babies would be allowed to continue. Test B would be satisfactory with only a small overlap



satisfactory with only a very small overlap. Modern genetically-based methods have a very high degree of discrimination.

Finally the test must be quick so that the foetus is not too old by the time the results are available. Also it must not be so expensive that an inappropriate diversion of resources is devoted to it at the expense of other laboratory activity. It must be acceptably safe.

Techniques in ante-natal diagnosis

**Foetal access:** Basically there are four ways of accessing the foetus for ante-natal diagnosis (diagram 2).

**1. In early pregnancy** foetal tissue from the chorion (the area of the double layered nutritive envelope which protects and covers the fertilised ovum) may be removed by chorion villus sampling (CVS). A fine catheter is inserted through the cervix of the uterus and chorionic tissue from the foetus, which at this stage of pregnancy completely surrounds the embryo, is aspirated (the placenta is not formed yet). The procedure is painless. It is not without risk, however, and approximately 1-2 per cent of such tests are followed by miscarriage, though whether this is always a direct result of the procedure cannot be proved.

**2. At a later stage of pregnancy** the placenta is formed, and by 15-16 weeks it is relatively easy to perform an amniocentesis. Under local anaesthetic and with ultrasound guidance a needle is placed in the uterine cavity in a place where amniotic fluid is plentiful, and a few millilitres withdrawn. This procedure produces a sample both of amniotic fluid and of foetal cells that have been shed into the fluid from the baby. Both fractions are amenable to various tests.

**3. From 14-20 weeks**, perhaps optimally at 18 weeks, the foetus can be most remarkably visualised by ultrasound. Here one is examining the body, not for biochemical or gene defects so much as for structural deformities and malformations. The precision of ante-natal ultrasound is such that many subtle variations from the normal can be detected.

For example, the diagnosis of spina bifida is relatively straightforward. It requires considerable skill, however, to assess congenital abnormalities of the foetal heart and to decide which are operable (reasonably so) and

which are not. If one finds a lethal cardiac malformation do you terminate the pregnancy (with a slightly increased risk to the mother) or allow the baby to die after normal labour (with increased distress to the parents knowing the weeks of pregnancy and the pains of labour will have been in vain)? A difficult decision.

Most difficult is to detect subtle deviations in the shape of the foetus which indicate that it has a chromosomal abnormality. There is usually no time for chromosomal analysis following amniocentesis at this late stage of pregnancy. It may become a

matter of terminating the pregnancy of say, a probable Down's syndrome baby on the basis of its features seen as speckles on a screen. The responsibility is great.

**4. Finally it is now possible** and becoming more common to sample foetal blood from a vessel in the umbilical cord. A fine needle is passed, under ultrasound control, through the mother's abdominal wall and into the uterine cavity, and from there into the blood vessel. This sample is used for both analysis of serum biochemical components and for cell analysis using the white blood cells. The

haemoglobin of the red cells can also be typed. Similarly urine can be sampled from the foetal kidney.

The tests and analyses

The tests performed on samples fall into two broad categories though they clearly overlap.

**Chromosomal analysis.** This requires living dividing cells which have to be cultured and treated to reveal their chromosome constituents. Foetal white blood cells or skin cells shed into the amniotic fluid are used. In the past the

Continued on p6





Continued from p5  
analysis consisted of counting chromosome numbers. An extra number 21 was Down's syndrome (see illustration on p5); a missing sex chromosome was Turner's syndrome (the latter is not an indication for termination). Sex linked conditions which only affect males, such as haemophilia, could be prevented by determining the gender of the foetus from its chromosome constitution and aborting male foetuses. (See family tree, diagram 3)

The next step is to detect reduplication or loss of part of a chromosome whose abnormalities have been recognised in other individuals, often relatives, and associated with serious abnormalities, usually of intellect or growth.

More recently "high resolution banding" has permitted the identification of more minor deviations of chromosome material associated with rare but inherited and serious disorders. The problem with these more refined techniques, apart from the expense, is that they take time during which the foetus is growing to an age when therapeutic abortion is no longer a viable option.

**Gene analysis.** One of the most exciting recent advances in cell biology is the ability to recognise the presence of individual genes directly. This is done by discovering the presence of other genes which lie very close to the mutant abnormal gene on the chromosome. Antibodies against these gene neighbours are formed — monoclonal antibodies — and by detecting the fixing of these antibodies the neighbours are detected and the presence of the evil mutant is assumed. The "neighbours" have to be detectable in the affected relative and absent on the normal chromosome of the parents.

More recently the mutant genes of some single gene disorders, eg cystic fibrosis, have been detectable directly. A clever technique allows a gene to be selected from a very few cells and then multiplied many thousands of times to obtain enough material for analysis to decide whether that gene is mutant or normal.

It is likely that molecular genetic techniques will continue to develop very fast. The "human genome project" for the year 2000 has been well publicised. One useful result of this gene mapping is that minute samples (of a few cells only) will be amenable to detailed and very accurate

examination for deleterious mutations.

**Biochemical analysis.** Before the sophisticated techniques mentioned above become widely available, chemical analysis of amniotic fluid, cell constituents or cell products will continue to be vital for ante-natal diagnosis. (diagram 4)

When there is a family history of a lethal disorder the genetic basis is usually a

one may test for the enzyme (absence or low activity signalling a positive result), test for the substrate (high levels indicating a problem) or look for abnormal metabolites. Some diseases only become evident after birth when feeding starts. In these cases the use of an enzyme ante-natal assay would be appropriate as the substrate (ie the food) has not yet been introduced to the body.

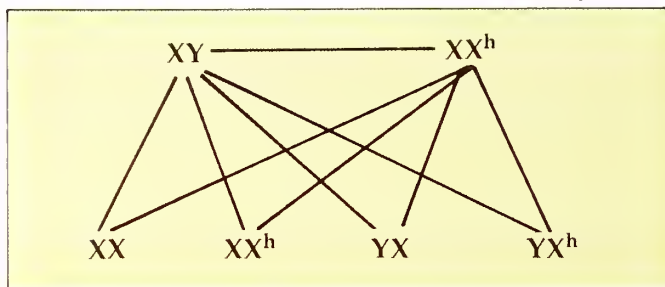


Diagram 3: A family tree where the mother is an unsuspecting haemophilia carrier and the father is normal. Half the daughters are normal, half will carry the gene like their mother, and all will survive. Half the boys are normal and half have haemophilia. By aborting males, 50 per cent of abortions will be normal (male) and 50 per cent of live births will be carriers (female). In future the detection of the haemophilia gene in the foetus will make such blunt decision making unnecessary

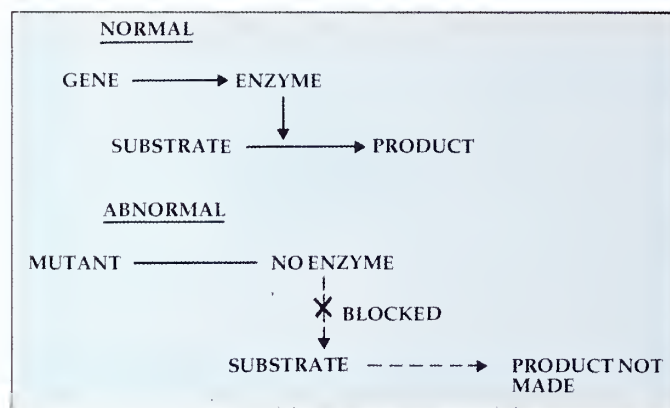


Diagram 4: Biochemical analysis of amniotic fluid can detect mutant genes

Mendelian recessive, ie both parents are carriers. The lethal effect of the gene is due to failure to produce a particular enzyme in a vital metabolic pathway. The harmful effect of this arises in one or more of three ways:

- The child may suffer because he or she lacks a specific product of metabolism, eg a hormone.
- The child comes to grief because of an accumulation of substrate. This may be exemplified by the lipid storage diseases, some of which produce a slowly progressive deterioration of brain function.
- Lastly the substrate may accumulate and then be directed by alternative metabolic pathways into a toxic product.

When ante-natal diagnosis of these disorders is requested

## Foetal welfare

Fortunately most babies are born without serious or lethal malformations or diseases. We do not, however, know whether they are born as fit as they could be. The foetus is entirely dependent on the placenta. For many years attempts have been made to assess placental function. The placenta, however, is again dependent on the blood supply to the uterus. This has been an unmeasurable quantity until recently. The "quality" of blood to the uterus is the same as the maternal blood elsewhere and this, of course, can be easily assessed.

## Maternal health:

**Infection:** There is a long tradition of ante-natal screening of mothers for immunity to rubella and the

presence of syphilis. On a more selective basis screening for toxoplasmosis, tuberculosis, HIV, herpes and hepatitis is possible.

**Nutrition:** Very little "screening" is performed. We measure haemoglobin, knowing that maternal anaemia compromises foetal growth. We assume an adequate diet is good for a baby, but don't measure it. Perhaps we should.

**Intercurrent disease:** Diabetes is perhaps the best example where maternal monitoring of blood sugar has a profound effect on foetal wellbeing.

**Weight gain:** Poor weight gain in pregnancy may be associated with suboptimal foetal growth.

## Uterine blood flow:

It is now possible to locate the uterine arteries quite easily by ultrasound, and to determine the volume of blood circulating to the foetus. Decreasing uterine blood supply is associated with poor foetal growth. Small babies, especially those with prolonged intra-uterine growth retardation, develop less well with lower physical and mental performance in childhood.

## Placental function:

In the past hormonal products, among others, produced by the placenta and detectable in maternal blood have been measured in an attempt to relate this to placental adequacy and foetal health. These tests, on oestrogens and lactogen, were in vogue as screening tests but their correlation with foetal welfare has not been very good and they have largely been abandoned.

One maternal serum measurement remains under scrutiny. Serum alpha foeto protein in the mother is raised if she has a foetus with severe spina bifida and is unusually low in Down's syndrome. Alone this is not discriminatory enough. Used with ultrasound, amniocentesis and taking into account family history and maternal age, a very good prediction rate for both these conditions can be achieved. Finally placental function is now being assessed by measurement of blood flow within placental arteries.

## Health of the foetus:

**Foetal movement:** Kick charts are the scores of foetal movements recorded by mothers. Decrease in movement is related to

Concluded on p8



## THE TOP PERFORMERS ARE ALWAYS EASY TO RECOGNISE



Top performers on stage, screen - or shelf - often benefit from a change of image.

New pack designs across the Wyeth Nutrition range now make it even easier for your customers to recognise their favourite brands - and when to use them.

As a result more mothers than ever are looking for SMA Gold, SMA White and Progress on your baby fixture.

We're also helping them with an information campaign, using advertising and literature to explain clearly the differences and benefits of these top performing brands.

This initiative is just what you'd expect from the company which consistently leads the baby milk market.

Progress for example, was the first "follow-up" milk, for babies from six months onwards. It has created an entirely new and growing market sector.

SMA Ready-to-Feed was the first liquid baby milk for retail sale. It's still far and away the brand leader. And the only one in convenient cartons.



We're committed to innovations like these because, unlike other companies in the market, we are solely dedicated to baby milks.

And we're committed to strong and consistent trade support, because we recognise that even the top performers can only succeed if you succeed too.

### IMPORTANT NOTICE

Breastmilk is best for babies. Infant formula is intended to replace breastmilk when mothers do not breastfeed. Good maternal nutrition is important for preparation and maintenance of breast feeding. Introducing partial bottle feeding could negatively affect breast feeding and reversing a decision not to breastfeed is difficult. Professional advice should be followed on infant feeding. Infant formula should be prepared and used as directed. Unnecessary or improper use of infant formula may present a health hazard. Social and financial implications should be considered when selecting a method of infant feeding.

Progress is a balanced blend of milk solids, vitamins and minerals for babies of 6 months and older. Used in conjunction with solid feeding, it provides the nourishment essential to a baby's healthy and sustained growth. Progress is not intended to replace breast feeding or infant formula.



**Wyeth Nutrition**  
Leading the way



Continued from p6

imminence of labour or deteriorating foetal wellbeing.

**Foetal growth:** Serial measurement of the various foetal parameters can give a good assessment of foetal size and growth. Head circumference, girth, and femoral length are used among others. They can be accurately measured by ultrasound.

**Respiratory movements** of the unborn child are related to sleep state but may be markedly reduced in some congenital abnormalities involving the chest such as a large diaphragmatic hernia where the abdominal contents compress the lung.

**Foetal heart monitoring and screening:** The response of the foetal heart to contractions of the uterus are of value in assessing the oxygenation of the baby. During late pregnancy the uterus contracts from time to time. The foetus responds by a slowing of the heart beat with rapid recovery. Abnormal responses to contractions imply poor oxygenation of the foetus.

Cardiac structure can be defined very clearly at the 18 week ultrasound scan. Serious cardiac defects may suggest the need for early intervention or indeed for termination of pregnancy.

**Foetal blood flow:** It is now possible to measure the blood supply to the foetus in the umbilical vessels. It is also possible to assess blood flow to certain foetal organs such as the kidney and the bowel. Increased or much reduced flow is related to congenital intestinal abnormalities, eg there is no blood flow to a non-functioning cystic kidney.

**Other structural malformations** such as limb abnormalities and hare lip can be detected. A specific constellation of (often minor) structural defects or variants may indicate a chromosomally abnormal foetus for which the best treatment may be termination of pregnancy.

In conclusion one may say what an exciting new field of medicine this is. The technology is splendid and the skills of the technicians remarkable. However, we must never forget that, though the ideal is a healthy mother and a perfect babe, nature is not perfect. Nor can we interfere inadvisably. Just as important as the technology is the ethical, humanitarian, legal and social milieu within which the important decisions arising from these advances are made.

## STATISTICS

# Baby boomers

**T**he baby market continued to show above average sterling growth in most areas last year, kept going by a slight increase in the birth rate and above inflation price rises. Any effects of the recession

have yet to make a major impact on the 12 month figures provided by Nielsen. Disposable nappies remain the most valuable baby business for independent pharmacies, providing sales of £388m per month in the average store. Independents

take about 22 per cent of the total market. Baby milks is the second most lucrative area, with average sales at £187m, and it is the one where pharmacies take the largest proportion of sales (just, at 50.9 per cent!) compared to grocers.

FIGURE 1. BABY MARKETS BY RETAIL SECTOR  
STERLING SALES SHARES 1990

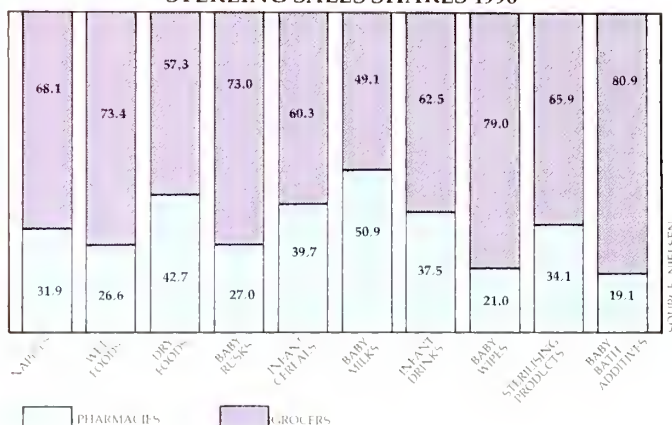


TABLE 1. VALUE OF BABY BUSINESS TO PHARMACIES  
STERLING SALES YEAR TO DECEMBER 90 (£M)

	Total Pharmacies
DISPOSABLE NAPPIES	53.5
WET FOODS	10.9
DRY FOODS	6.6
BABY RUSKS	1.6
INFANT CEREALS	3.9
BABY MILKS	22.5
INFANT DRINKS	4.8
BABY WIPES	4.0
STERILISING PRODUCTS	1.7
BABY BATH ADDITIVES	1.3
TEETHING PREPARATIONS	3.2
NAPPY RASH TREATMENT	5.4

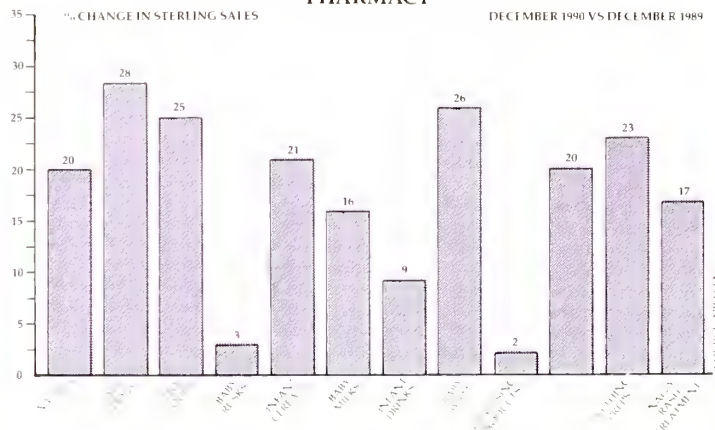
TABLE 2. VALUE OF BABY BUSINESS TO PHARMACIES:  
AVERAGE SALES PER STORE PER MONTH (£)

	Independent Pharmacies	Multiple Pharmacies
DISPOSABLE NAPPIES	388.1	703.3
WET FOODS	96.1	189.7
DRY FOODS	51.7	105.3
BABY RUSKS	11.6	25.1
INFANT CEREALS	29.6	64.0
BABY MILKS	186.7	309.0
INFANT DRINKS	32.2	62.8
BABY WIPES	30.0	52.8
STERILISING PRODUCTS	11.9	24.4
BABY BATH ADDITIVES	7.6	18.7
TEETHING PREPARATIONS	25.0	36.9
NAPPY RASH TREATMENT	41.9	58.9

NOV/DEC 1990

SOURCE: NIELSEN

FIGURE 2. BABY MARKETS BUSINESS GROWTH In PHARMACY





# OUR COMPETITORS ARE HAVING KITTENS.



And no wonder. Your customers have been crying out for character bottles from Maws.

But it's taken the marriage with Addis to produce them.

Our two new bunny and bear characters are in fresh new packaging. And with a transparent window your customers can't miss them.

All the bottles come in 8 different designs with either minty green or raspberry caps.

So, if you want to give your competitors kittens, simply ask your Addis sales representative or major wholesaler about our new character and standard range of feeding bottles.







**PHARMAX**  
HEALTHCARE



## The fastest mover in the market

In the past year, Sudocrem has reached more bottoms than ever before. It now holds over 50%\* of the branded nappy rash market – outselling all other brands put together, and it's still growing.

Sudocrem treats *and* prevents nappy rash, so it's always in demand. That's why you need the full range of sizes, (60g, 125g, 250g and 400g), to encourage customers to try, and then to trade up to the large sizes – giving you the biggest returns.

With Sudocrem's massive share, increased promotional support and professional recommendation, you simply can't stock a more popular brand.



**PHARMAX**  
HEALTHCARE

BOURNE ROAD BEXLEY KENT

DA5 1NX TELEPHONE 0322 91321



# Weaning the vegetarian

*Robinsons Baby Foods recently sponsored a symposium on vegetarian baby feeding. Maria Woodhouse, national field controller for their healthcare advisory team, spoke on how to ensure a balanced diet when meat is missing*

**V**egetarian diets can be a healthy way of life, but they need careful planning to ensure an adequate intake of all the nutrients necessary for healthy growth and development.

Well-informed vegetarians and vegans can offer satisfactory diets to their children, but less knowledgeable parents who give extreme diets of their own devising may cause nutritional disorders.

Lacto vegetarians include milk and milk products in their diets, but exclude meat, poultry, fish, and eggs. Robinsons Baby Foods offer 19 lacto-vegetarian varieties.

Lacto-ovo vegetarians eat dairy products and eggs, but no flesh foods. Robinsons have 22 suitable varieties.

Vegans consume no animal products at all. Their diets are totally cereal and vegetable based. Robinsons Baby Foods are unwilling to endorse a vegan diet for babies, because without very careful planning it can lead to nutritional deficiencies, particularly vitamin B12.

## Balance

Intake of a wide selection of cereals, pulses, seeds, nuts, fruits and vegetables will help to give a nutritionally balanced diet.

Factors to be considered when planning a vegetarian weaning diet are protein, calcium, iron, vitamins, fibre and energy intakes.

Protein from animal sources, that is the first class proteins, contain all the essential amino-acids in the right proportions.

Proteins derived from vegetable sources, or second class proteins, contain some but not all of the essential amino-acids. To ensure an adequate intake a variety of foods must be eaten together, eg, cereals and pulses, lentils and rice.

The best source of calcium is milk and milk products. An infant should have at least one pint of milk or milk substitute a day. Care should be taken when using soya milks as some are low in calcium, vitamin D, potassium and vitamins and thus not suitable for infants as a sole source of nutrition. A soya milk which is specially formulated and fortified with minerals and vitamins for babies and infants should be encouraged for the first year.

Goat's milk is not normally recommended for babies under six months,

unless under medical supervision. It is not controlled by the same hygiene legislation as cow's milk and is more liable to be a source of brucellosis, undulant fever and salmonella infection. It has a high solute load and is low in folic acid, B12 and vitamins A, D and C.

A smaller amount of calcium is found in seeds — especially sesame paste — pulses, vegetables, nuts, cereals, dried fruit and molasses.

Iron intake may be deficient in some vegetarians. Iron from vegetable sources is poorly absorbed so it is important to have a good supply in the diet. Pulses, wholegrain, dried fruits, molasses, dark green leafy vegetables and fortified breakfast cereals are all good, non-meat sources of iron. Vitamin C helps iron absorption so fruit or vegetables should be

included with every meal.

Vitamin B12 is found only in foods of animal origin. Milk, eggs and dairy produce all contain small amounts, so if these foods are not eaten vegetarian foods fortified with B12 should be included in the diet. Breastfeeding vegan mothers need to ensure an adequate intake because a subclinical deficiency can lead to a frank deficiency in the baby.

Vitamin D is produced by the action of sunlight on the skin and is in vegetable margarines and soya milks.

The other B vitamins, vitamin C and other minerals will be adequate as long as a varied diet is eaten including wholegrains, pulses, yeast extracts, fresh fruits and all vegetables. Yellow, orange and green vegetables are good for vitamins A and C.

A vegetarian diet will also provide plenty of fibre. High fibre diets can have high levels of phytate which can

inhibit the absorption of calcium and iron. The addition of pure bran to foods for infants should be discouraged. Wholemeal bread, wholegrain cereals can be used. Care must also be taken not to fill up babies with bulky or watery foods as these are not sufficiently concentrated nutrition.

Sometimes mothers forget that babies have high energy requirements in relation to body size. A 6-12 month old baby requires 800-1,000 calories per day.

When weaning a vegetarian baby the use of vegetable margarines, full cream milk, cheese, nut butters and wheatgerm will all help ensure an adequate energy intake. The weight and growth of the baby is the best guide.

## Steps in weaning

Breast or infant formula milk should wholly satisfy a vegetarian baby until about four months old. Solid foods can then be introduced gradually, such as baby rice, baby rusk or a smooth puree of fruit or vegetables. At this stage the baby should still be taking full milk feeds.

At 4 to 6 months, breakfast could consist of Robinsons banana or orange cereal or a smooth puree of fruit. Dinner could be a vegetarian Robinsons baby meal or well-cooked lentils and rice, followed by any Robinsons dessert variety or pureed fruit. Tea could consist of a suitable Robinsons Tea-time Treat or carrots and potatoes or pureed banana and apple.

As more solids are eaten, the amount of milk should be gradually reduced. At meal times cooled boiled water or baby fruit juices could be given.

By 7 to 9 months the baby will be getting used to varied flavours. The variety and quantity should be increased and foods minced or chopped rather than pureed. Cooked rice, wholemeal bread, smooth nut butters, ground nuts, pulse vegetables and a wide variety of fruit and vegetables can be given, as well as the ready-prepared vegetarian Junior meals.

By 9 to 12 months the baby should continue to be encouraged to taste a wide variety of flavours and textures, but spicy, fatty foods or whole nuts should be avoided. It is important that vitamin drops are given daily, together with at least one pint of milk or milk substitute.





# Cow & Gate doesn't just help babies grow.

Expand the amount of Cow & Gate on your shelves and you could soon be expanding your business.



Because Cow & Gate has the most



comprehensive and popular range of baby-milks, meals and drinks for every stage of a baby's growth from birth to toddler.

We're the brand leaders in baby milks. And our baby meals now account for over half of all jars sold.



While baby drinks lead the market and sales of Olvarit meals keep rising all the time.

And we're making sure it stays that way.

This year sees our biggest spend ever on advertising and promotion, with



major campaigns both on TV and in magazines.

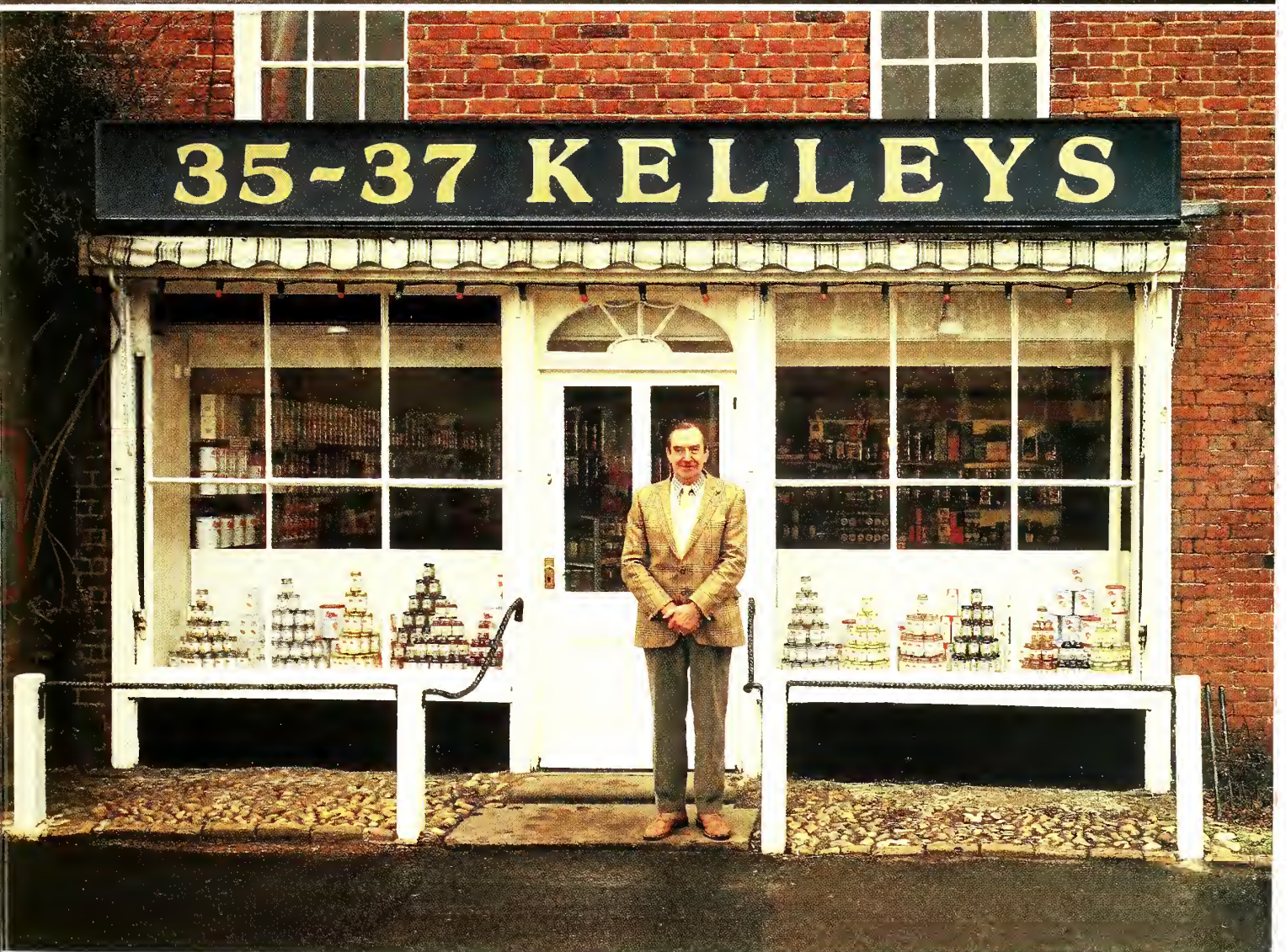
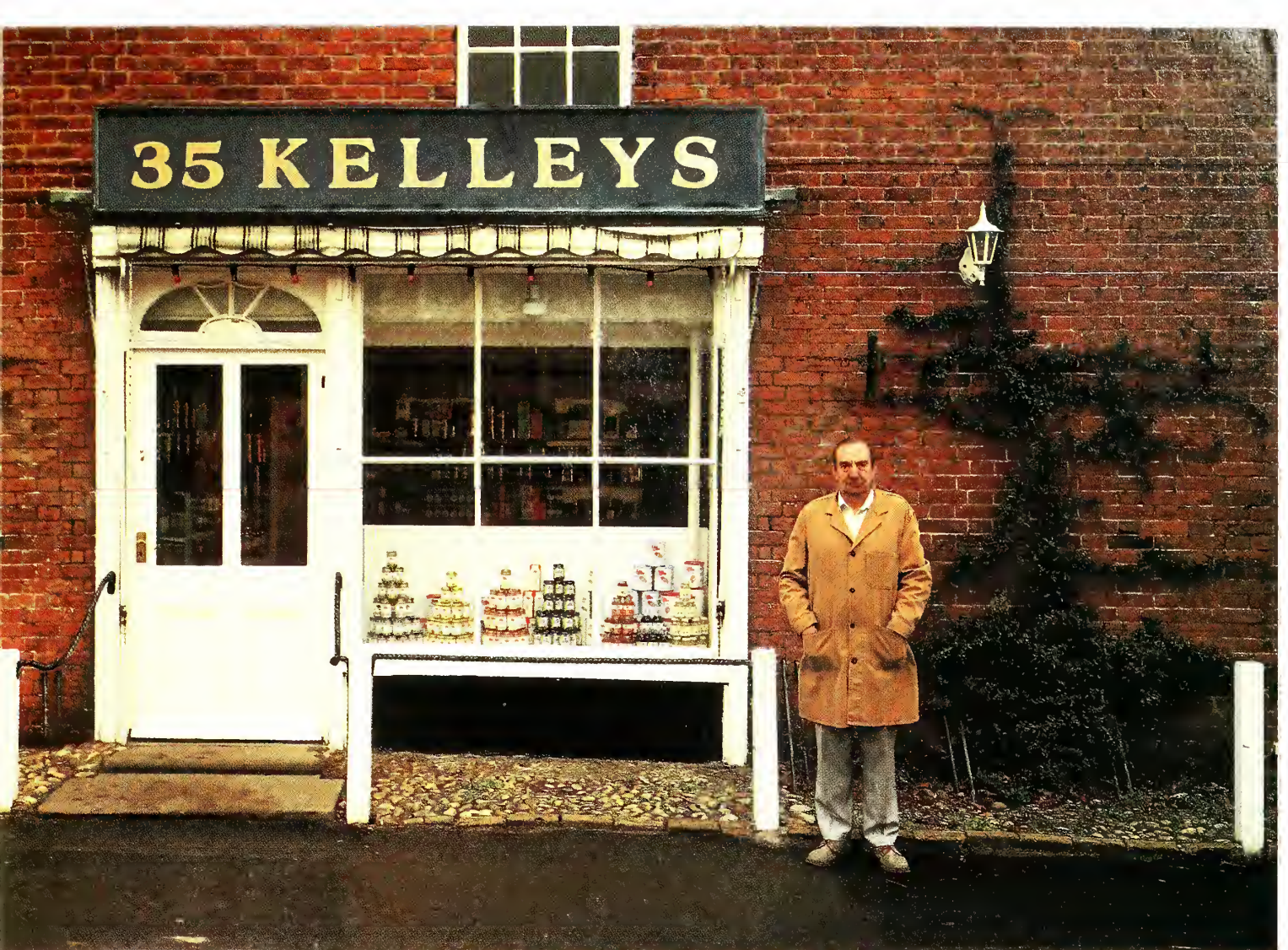


So fill your shelves with the Cow & Gate range and you'll soon be filling your pockets.

**Cow & Gate**  
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Breastmilk is the best food for babies. The purpose of infant milk formula is to replace or supplement breastmilk when a mother cannot, or chooses not to breastfeed. The cost of infant milk formula should be considered, and medical advice taken, before deciding how to feed a baby.







# Meals forge ahead

*Despite the recession, prospects for the babyfeeding market are looking good and a 20 per cent growth is expected in 1991*

**F**oods are regarded as essentials rather than luxuries and it seems that mothers still look for

premium products even when times are hard. The steadily rising birthrate is bringing more potential customers into the market and the trend for mothers to return to work is increasing demand for easily prepared, nourishing meals.

"The market is not economy sensitive," says Stephen Martin, Farley's group product manager. "Mothers are delaying having children and many are going back to work soon afterwards, which means they have more money to spend. This is matched by a desire for quality so they will still, even in a recession, pay more for premium products. And from the retailer's point of view, there are obvious benefits in stocking a premium range which offers more profit per inch of space."

Sarah Collier, Milupa's babyfoods marketing manager, agrees that mothers feel an inherent need to buy what's best for their babies. "There's no way a mother will skimp on looking after a child. Our evidence suggests they are not changing from more expensive to cheaper foods," she says. Increased activity by key players in a particularly competitive area will also help growth.

In the course of a year, Farley's claim to have moved to number two position in the total £217 million babyfeeding market. They started 1990 in fifth position but growth in milks and Meal Timers means they are now behind only Cow & Gate, in spite of not operating in two sectors of the market — wet foods and drinks. "We have reached the number two slot on the strength of our milks, rusks and dry foods alone."

"Pharmacists must consider carefully what they stock and concentrate on those companies with the most comprehensive ranges," he advises. "Companies offering the widest ranges have the best



potential for long term growth. Consumers also have more confidence in specialist babyfeeding companies, which they believe are most likely to have the mother's and baby's interests at heart."

Crookes Healthcare have an active product development programme

that will lead to new lines in the near future. "Some may be introduced this year, but we won't launch anything until we are absolutely confident that it is better than products already available," says Mr Martin.

Although grocers increased their share of the meals market in 1990,

pharmacies held up well, helped by their enthusiastic response to Meal Timers, he believes.

Dry foods have grown dramatically over recent years and, according to Crookes Healthcare, are now worth £44m, compared with wet foods' £42m. However, Heinz point out that wet foods still outsell dry by four times in terms of numbers of packs sold.

Milupa have held clear brand leadership in the dry sector through pharmacies, with a market share of 63 per cent in the 12 months to September/October 1990.

The company claims its sales have not suffered from the introduction of Farley's new varieties and that reasons for Milupa's success include offering a wide variety together with balanced nutrition in every meal, even desserts, because of the added vitamins and minerals.

## A bumper year for support

*1991 sees massive promotional spends on babyfoods, with Heinz, Farley's and Milupa alone accounting for almost £30 million*

**T**he big news from Milupa is a move into television. The company's first ever television campaign, worth almost £2m, breaks nationally in the Spring and highlights the fact that the foods are natural and provide balanced nutrition. Milupa are offering various incentives to pharmacies to ensure that they treble stocks before the campaign breaks, to meet the expected increase in demand.

The television advertising will be complemented by a £1m Press campaign throughout the mother and baby and women's consumer Press. Says Sarah Collier, marketing manager — babyfoods: "We have trebled our investment in babyfoods this year and feel it will reinforce our already strong position."

A new consumer promotion focuses on caring for the less well off in the



community. In the "Get a bear, give a bear" promotion, every mother who sends in a number of packet tops will receive a 6in furry teddy bear and will be able to donate another to a children's charity, to children in Eastern Europe or to a sick child. In a supporting programme, the

giant Milupa bear will tour nationwide shopping centres and hospitals in the Spring, giving out leaflets with promotional details.

The company has joined forces with St John Ambulance to produce leaflets on "The bear

*Continued on p17*





## MILUPA BABYMILKS.

The *art* of SATISFYING your customers.

*In hospitals and clinics, more and more mothers are introducing their babies to Milupa baby milks. And when they see their babies are happy and content, they'll never settle for anything else.*



*So if you want to keep your customers satisfied, make sure you stock both Aptamil and Milumil by Milupa.*

*Because when it comes to baby milks, they're the state of the art.*

**milupa**<sup>®</sup>  
Experts in  
Infant Nutrition

Milupa Ltd., Milupa House, Uxbridge Road, Hillingdon, Uxbridge, Middlesex UB10 0NE. Telephone: 081-573 9966.

**IMPORTANT:** Breast milk is the best milk for a baby. A doctor, midwife, nurse or health visitor should be consulted for any advice needed. If a baby milk is used it is important for the baby's health that all preparation instructions are followed carefully.





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FAT FREE CUPANOL already has a reputation for making children's little aches and pains better. And, by introducing the following, we're now making things better for the pharmacist, too:

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- A new 1 litre bottle of Cupanol Under 6 – for dispensary use.
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Continued from p14

essentials of first aid". Pharmacies will receive a range of POS material such as showcards, shelf wobblers, shelf talkers and leaflets, and there will be display competitions.

A promotion currently running in pharmacies offers customers 50p off when they buy three Milupa infant foods. There will be trade incentives in the Spring and Summer, together with a price promotion for independents through key wholesalers. Milupa distribute over 10m food and drink samples annually, using mailing operations such as Bounty as well as sending out 500,000 sample boxes each year direct to mothers. Samples are also available through representatives for pharmacies to pass on.

From April, Milupa will be introducing economy sizes in their core range, starting with carrot and tomato, cheese and apple treat, and cauliflower and creamed tomato. By the end of the year, three breakfasts, three infant dinners, three tea-time savouries and three desserts will be available in 300g packs offering considerable price saving over the standard size. New varieties of desserts planned for the Summer will fit in the "healthy living" image, the company says.

The total spend on all Milupa babyfeeding products will be over £8m this year.

**Crookes Healthcare** are putting £10m of advertising and promotional support behind the total Farley brand. Dry baby meals will receive £4.3m backing for 1991-92, including a £2.5m national television campaign, £300,000 advertising in *Practical Parenting*, *Mother & Baby*, *Parents*, *She and Junior Options*, and a £600,000 sampling programme in the Bounty Progress pack.

Farley's rusks are allocated a £1m spend, including £300,000 support in women's and mother and baby publications.

Julie Sheard, senior product manager, says that 80 per cent of all mothers buy Farley's rusks for their baby at some stage. The company recommends stocking all four variants because research has shown that sales are much better where the orange variant is stocked.

**Robinsons Baby Foods** are running television and Press advertising and a highly targeted direct mail

programme throughout the year, in addition to public relations. They intend to run two more symposia on vegetarian feeding in 1991, after the successful one held last year, attended by 130 health visitors, (see p11).



#### With Cow & Gate labels

**Cow & Gate's** latest promotion, running to the end of October, features a free mobile that is personalised with the baby's initial. Mothers must collect 15 labels from any Cow & Gate babyfood jars. Support for Olvarit will continue with a return to "heavyweight" television advertising and other product developments.

**Heinz** are continuing to provide strong support for their products this year, with a spend of £10m. A new television campaign started last month and will run in further bursts, together with continuous Press advertising.

The new vegetarian varieties are being promoted to vegetarian and Asian communities through specifically targeted activities including an Asian weaning video. A vegetarian weaning leaflet has been prepared in conjunction with the Vegetarian Society; free copies are available from baby foods advisory service, H.J. Heinz Co Ltd, Hayes Park, Hayes, Middlesex UB4 8AL (tel: 081-848 2632).

Public relations support includes sponsorship for the second year of the H.J. Heinz Egon Ronay "And baby comes too" guide listing hotels and restaurants which welcome babies and young children.

Heinz advertise in the Bounty bags and provide a Baby Matters file with a weaning guide and special offer coupons in the pack for new mothers. They also advertise to mothers by direct mail. A "Happy ever after" game inside can labels offers prizes of up to £1,000.

## DRINKS

# Bouyancy set to continue in active market



#### Major relaunch for Ribena



While concentrates are still the most popular sector of the babydrinks market, herbal drinks are the most dynamic. The total market is expected to grow 15 per cent to £26 million this year.

"Pharmacies are the stronghold for herbal drinks as mothers are often recommended to use herbal drinks by their health visitors, and may also seek advice from pharmacy staff," says Vivienne Harrison, Cow & Gate product manager.

Grahame Smith, Smithkline Beecham Drinks UK director of sales, believes pharmacies are missing out to grocers in a market which has doubled in value over the past five years. He says pharmacies must review the siting of the babydrinks sector and introduce stronger merchandising to capitalise on this fast-selling area.

Baby Ribena is having a major relaunch with the introduction of non-drip caps and new packaging featuring the 1990 winner of the "Be the Ribena baby" competition. Advertising in the mother and baby Press will be part of the £6m core campaign for the

Ribena brand this year.

Moving annual total figures at the end of last year showed Cow & Gate to be brand leaders in all outlets followed closely by Robinsons' brands.

Overall support for Cow & Gate's drink range will include sampling in the Bounty pack, advertising in the parentcare Press and direct mail. A "bathtime family of ducks" offer continues until May.

Milupa are investing heavily in herbal babydrinks, with a spend of over £1m — 50 per cent up on last year. This Summer a new advertising campaign will target health professionals and key consumers through the mother and baby Press and women's magazines such as *Prima* and *Essentials*. The advertisements will be complemented by several reader offers.

This year, 80 per cent of mothers will receive samples, a significant increase on last year, through the Bounty new mother and Progress packs, the Newborn baby bundle, in-house mailing operations, trade outlets and medical/health professionals. Mothers will soon be offered another free gift with proof of purchase, following last year's successful promotion.

Throughout the first few months of 1991 customers buying any 200g size of Milupa babydrinks will get a 20p off coupon. An incentive scheme will be launched soon for pharmacies and various wholesaler price promotions will be available.

And 1991 will be the year for major developments, Milupa promise. The range will have a new look and there will be new varieties.



# Tempting tiny taste-buds

*Communication is a major problem in deciding what food a baby will like. Only when the little treasure screams and expresses early artistic genius on the ceiling do you know you've got it seriously wrong. Heinz explain how they make sure they get it right*



**Heinz chefs have advanced cookery qualifications and, within certain limits, can give full rein to their creative expertise**

**M**arket research, customers' letters and tasting sessions all help Heinz to decide what might go down the baby instead of down the dining room wall. The product must also appeal to mothers, who are the key purchasers, and although it would be wrong to base foods solely on adult tastes Heinz keep an eye on what mums are preparing at home.

Mothers constantly write in with ideas for new products, some of which are eccentric and of minority interest. Haggis and "neeps", for example, might be a hit in Scotland but would have limited appeal elsewhere. Early attempts to introduce vegetarian varieties met with little success, but growing interest convinced Heinz that the time was right to introduce a range last Autumn.

"If we have lots of inquiries on the same theme we will focus attention on it, but usually we look at the market and identify gaps that consumers have not yet identified themselves," says product manager Roger Hobbs.

Unusual ideas are first tested for feasibility, including how much investment would be needed and how easy it would be to obtain the ingredients. These products might also go to external panels of mothers and babies for testing.

"Sometimes new products are so good we are confident they don't need intensive trial, particularly if

they are extensions to an already successful range," says Mr Hobbs. "Sometimes we do consumer research just to reassure ourselves that the products are as good as we think they are."

The research and development kitchen at Heinz is much the same as any domestic kitchen, but larger. When devising recipes for babies the chefs can give full rein to their creative expertise, providing they keep to certain nutritional specifications. They must also take care with spices and not add salt or artificial additives. Heinz have never used artificial colourings or flavourings in any of their foods.

Sugar is not added to savoury babyfoods and most desserts have no added sugar, although a small amount is used in certain varieties to produce an acceptable flavour.

## The challenge...

The challenge lies in making a tasty savoury variety without adding salt. Desserts can often be improved by adding fruit. But, far from being bland, most Heinz babyfoods are palatable to adults, particularly those who have been cutting down on salt and sugar in their own diets. The company has steadily reduced the sugar content of desserts over the past ten years, from about 13 per cent to 5 per cent. An instant reduction would have been unacceptable to the sweet-toothed consumer of the early '80s, so it was a question of gradually re-

educating adult palates rather than palates of babies.

The chefs usually make ten litres of a new recipe, pack it into cans or jars, then heat sterilise it in an autoclave. The next day the chef, the food technologist (who has to decide whether the project is a practical proposition), the research and development manager and a member of the marketing team sit down for a tasting session, sampling the food in the same condition as it would be eaten by the consumer.

No special tasting expertise is required, but some people in the company have acquired a reputation for super-sensitive taste-buds. "It doesn't matter if they are cleaners or directors, they are called in to give an opinion," says Mr Hobbs.

Heinz do not try to make each variety nutritionally complete in itself. Instead, the aim is to offer several varieties which, with milk, can be combined to provide a balanced diet. Protein is an important ingredient. Savoury varieties contain at least 4.2g protein per 100kcal and, if necessary, the vegetarian meals have their protein content made up from non-animal sources such as soy.

Ferrous sulphate is added to meat varieties (except those containing egg) to bring the iron level to a minimum 2mg/100g. Vitamin C and other heat labile vitamins are added to compensate for loss during sterilisation. Sodium is kept at 200mg or less per 100g.

Heinz can provide a detailed nutritional analysis of their babyfoods, including an explanation of which are gluten-free, high protein and extra low in sodium. As well as employing its own nutritionist, the company can call on paediatricians to advise on specific problems.

Texture plays an important part in acceptability, and other factors must be considered which are not important when preparing adult foods. For example, sweetcorn and peas must be finely ground to

prevent the skins from sticking to the throat and choking the baby.

Great efforts go into devising the correct sterilisation procedure as an outbreak of food poisoning could ruin a company for ever. Microbiologists work out the ideal time and temperature to achieve an "acceptable lethality value" for micro-organisms without compromising the flavour of the food. Heat penetration tests, using a sensor placed in the middle of a can, check that the right conditions have been reached. This check is also carried out for every batch during manufacture.

The aim above all is to destroy *Clostridium botulinum*. If these conditions are achieved, salmonella and spoilage micro-organisms will have long since gone.

Analytical laboratories check ingredients as they are bought and also check the quality of the finished product. Other tests include accelerated shelf life. If a food lasts a year in the test conditions it is likely to keep for at least two years in a normal environment.

## Too many varieties?

Heinz have 99 varieties of babyfoods. "There's a lot of pressure to reduce this number, both from the retailers who are short of shelf space, and from our factory, which wants to operate as efficiently as possible. But most varieties are equally popular and no single one accounts for more than 1.5 per cent of sales, so it would be impossible to decide which to cut out. Obviously we discontinue some in favour of improved varieties but we would never be able to sell the same volume if we just had, say, ten products. We would also be denying mums the choice they need. This is one important point that pharmacists should bear in mind. If they stock a limited range, mothers will get their main shopping at the supermarket and use the pharmacy only for one-off purchases," says Mr Hobbs.



# Milupa delivers



## more sales



## at all times.



Milupa outsells every other babyfood company in chemists.<sup>(1)</sup>

That's because brand leader Milupa offers exactly what you and your customers want.

A wide variety of delicious, wholesome meals made entirely from top quality ingredients with no artificial colourings, flavourings or preservatives.

Milupa Infant Foods are clearly divided into Breakfasts, Dinners, Desserts



and Tea-time savouries to make merchandising easy and to ensure baby's mealtime routine fits in with the rest of the family's.

So it's no wonder Milupa delivers more sales. Time and time again.

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Milupa babyfoods. The one taste little experts agree on.

Source: A.C. Nielsen, total babyfoods & market share: March to April 1990. Total population: 1.4m.

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# What customers are reading about

*A large proportion of mothers turn to the media when it comes to baby care advice, whether it be magazines, television or radio programmes. C&D looks at some recent "parenting" publications to see what kind of advice they are giving*

**C**hildren's medicines — do they do more harm than good? — is the subject of an article in this month's *Under Five* magazine.

While pointing out that there are times when it is dangerous not to give a medicine, the article says that in some cases OTC medicines are unnecessary or even harmful. It quotes the National Pharmaceutical Association's Colette McCreedy as warning that parents should take particular care when giving OTC remedies to children on regular medication for a chronic complaint, because of the risk of interactions or giving a double dose.

In the same magazine, a group of mothers tested eight feeding bottles. Avent was judged the easiest to fill and to clean but considered too wide for babies to grip easily. Pur Nipper Gripper was rated best for "baby grip" but came out worst for ease of filling and cleaning. Cannon Babysafe Designs was considered attractively designed, easily assembled and leakproof but some testers found the patterns made the capacity markings hard to read.

Maws feeding bottle was rated good with clear capacity markings but occasional leaks around the neck when shaking. The Tommee Tippee designer bottle was voted a "good all-rounder that's cheap and attractive" while the Chicco plastic nurser with

carrying handle was easy to fill and assemble, although the markings were hard to read and some testers couldn't get the knack of adjusting the cap to vary the milk flow.

A "baby on a budget" feature in *Mother & Baby* (February) advises how to keep costs down so the only thing that bounces is the baby!

Disposables are recommended as easier but expensive, costing £620 compared with £348 for terries over a period of two years. "You won't save by buying the cheapest disposables," the article warns. "More expensive brands need changing less often and leak less."

Steam sterilisers initially cost more than chemical units but are easier and cheaper to use at under half a penny a go and they take only 10 minutes, continues the author, calculating that chemical methods cost £31.20 a year compared with £36.50 for steam.

The magazine recommends that, even if mothers are breastfeeding, they should have at least one feeding bottle and some baby milk for emergencies. If bottlefeeding they are recommended to buy at least four bottles, although six would be more convenient.

An extensive health section carries articles on meningitis and toxoplasmosis, and gives a warning that OTC treatments for headache containing lindane should not be used by pregnant or nursing mothers or babies under one month.

*Practical Parenting* (February), in "50 ways to save money", recommends water or well-diluted real fruit juices as being "much healthier" than "expensive manufactured juices and syrups". Other tips are that commercial babyfoods are expensive "so try puréeing your own instead"; many baby creams and wipes are a luxury; water is the most efficient cleanser at nappy changing time and zinc and castor oil cream is relatively inexpensive. On disposables,



the article recommends using a good quality for night time with a cheaper brand during the day when the nappy is changed more frequently.

An article on preventing travel sickness in the same issue suggests that readers should ask a pharmacist or doctor for advice but recommends Phyto Travel from Holland & Barrett or Seabands from Boots to avoid side effects from medicines.

"Green babies" is a fashionable theme. An article in *Baby* magazine (Winter

issue) says that disposable nappies have improved recently but "environmentally friendly" labels are misleading; it would be more accurate to say they are less unfriendly. While non-chlorine bleaching is now the norm, disposables cost as much as £500 per child per year and their disposal is a problem. The author goes on to say that water can be as effective as a baby lotion and recommends using wipes less often, perhaps only when travelling. Again, steam sterilisers are advocated as being cheaper in the long term than chemical methods, with the benefit of causing less environmental damage.

But the author's claim that babyfoods are overpackaged and often contain "unnecessary sugar" and "other additives" is likely to be hotly contested by the major manufacturers!

Dr Penny Stanway has devoted a whole book to "Green Babies" (Century £9.99) in which she gives practical guidance on a wide range of topics from planning a family, through pregnancy, to feeding and caring for children. She advises women not to take inessential medicines for four to six months before conception and to tell the doctor or pharmacist they are planning a baby if they need medicine. She points out that a doctor may recommend a risky medicine in pregnancy because the danger to the baby from the untreated illness would be greater than from the medicine, or because the risk occurs in later pregnancy. She suggests that women who must continue phenytoin or co-trimoxazole should take a folic acid supplement and eat foods rich in folic acid.

While describing the merits of breastfeeding, Dr Stanway argues that bottle feeding harms the environment because of its serious wastage of the world's resources, such as the energy needed to process the milk, the use of vast areas of land for raising cows and the large amounts of discarded metal used in tins.

A feature common to most mother and baby magazines is the reader offer, and the following are some pharmacy lines currently being given away: Dinnefords gripe mixture vials, Magnesium-OK, Milupa fennel babydrink, Personal Care kit, Sensodyne Search 2s, Tendercare Toddlers 10s, toy pandas from Sterling Health in a Panadol feature, Vaseline and Vitalert.





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The '90s family knows all about health and fitness — the craze which gripped the UK in the last decade seems to have had a lasting impact. While we may not be a nation of fitness fanatics, the majority of people today are more concerned about their diet than ever before, and more aware of its importance for their health and wellbeing

# Babies drink to health

Forward-looking manufacturers have been quick to adapt to this change and many now offer a wide range of products to meet the demand for healthier foods.

In this new wave of health consciousness, it is not only adults who are making the change to healthier foods, but also — albeit unawares — their offspring. And nowhere is concern more marked than when it comes to the growing baby. Discerning parents are constantly on the lookout for new and improved foods to help ensure their baby's healthy growth and development.

## New arrivals

One new arrival on the babyfeeding market, which appeals to today's more health-conscious parent, is follow-on milk — currently racing up the popularity chart. Follow-on milks first arrived in the UK in 1986, but the market did not really take off until 1989 when Farley's Junior Milk was introduced. Now the market is growing at the rate of 79 per cent\* per annum through pharmacies. And Farley's Junior Milk currently has brand leadership of the market with a 58 per cent\* share, and is outstripping market growth with a year-on-year growth of 182 per cent\*.

According to Claire Uglow, product manager for Farley's Junior Milk at Crookes Healthcare, its success is due in part to the growing demand for healthier baby products. "The growing interest in nutritionally balanced baby foods has, to some extent, paved the way for the success of follow-on milks. Farley's Junior Milk hit the market at the right time and the speed of take-off has been tremendous. Launched in February 1989, Farley's Junior Milk is already brand leader. And with growing medical evidence to support follow-on milk's claim of superiority over cows' milk, the market is set to grow still further."

## Junior Milk in focus

Farley's Junior Milk is a follow-on milk, which is suitable for babies from the age of six months. Of course, the continued use of breastmilk or infant formula is good up to the age of one year, however, many mothers do wish to change milks after six months, seeing this as a welcome sign of development. Farley's Junior Milk provides a stepping stone between breast milk or infant formula and cows' milk. A nutritionally superior alternative to cows' milk, it provides balanced nourishment when used along with solid foods.



Farley's Junior Milk contains lower levels of saturated fat than cows' milk, making it a healthier alternative. The level of total fat is lower also, while still providing the same total energy important for good growth rates.

In addition it is fortified with iron, providing a more reliable source of iron than cows' milk. Iron is important for healthy blood and baby's overall growth and development.

Farley's Junior Milk contains added vitamin D which is vital to help ensure that the calcium present in the milk is absorbed. Calcium and vitamin D are both important for bone growth. Cows' milk is known to be a poor source of vitamin D.

## Medical evidence

*The British Medical Journal*\*\* recently published an article which reported on the suitability of milks available for an infant from birth up until the age of 24 months.

The article states: "Some mothers wish to move on from an infant formula (after six months) seeing this as a welcome sign of development of their babies; for them a follow-on milk should be recommended rather than cows' milk." The continued use of follow-on milk up until the age of two

years is also discussed.

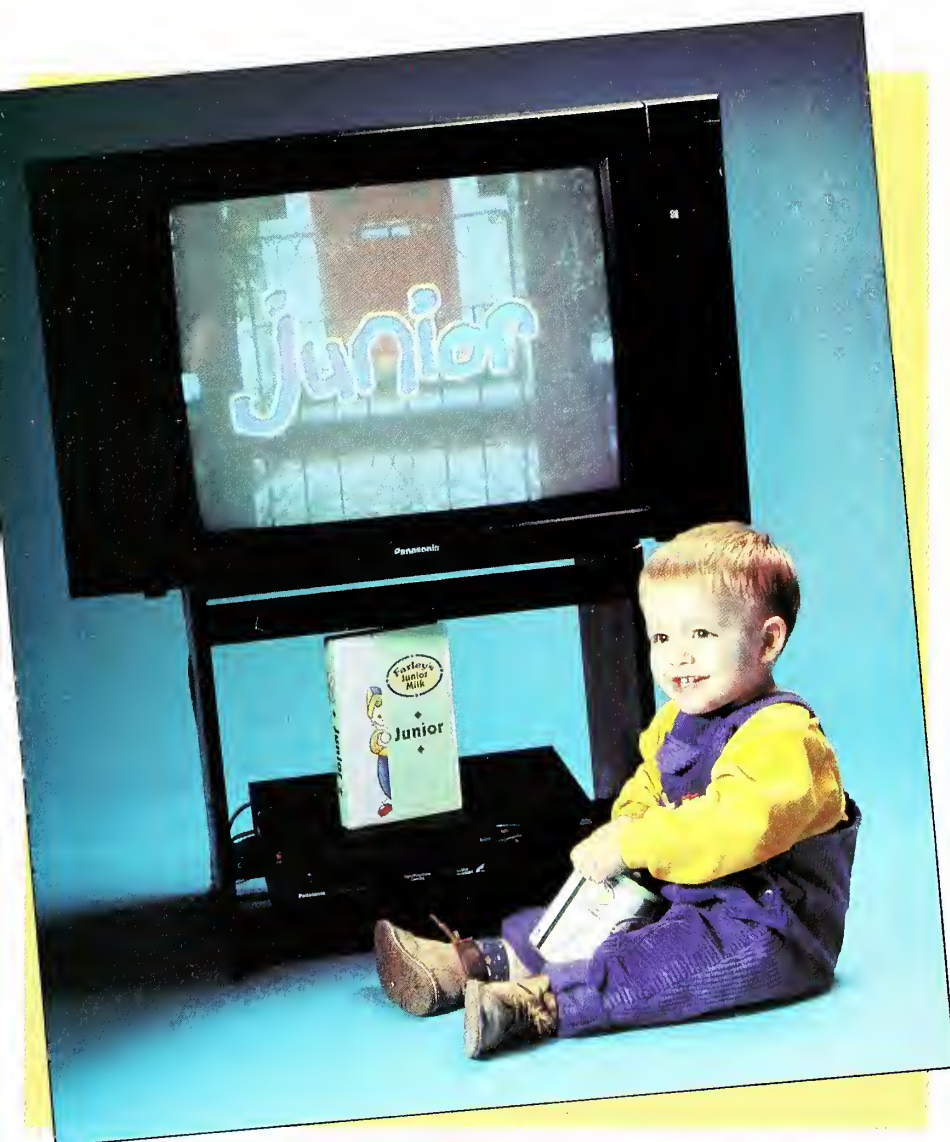
The article goes on to highlight the potential disadvantages associated with feeding cows' milk at too young an age, such as "subclinical but appreciable gastrointestinal bleeding in about a third of children".

New concerns have been brought to the surface following recent research findings linking anaemia to the early introduction of cows' milk. A study was carried out to examine the type and volume of milk, and the age at which cows' milk was introduced into the diets of children. The association between these factors and the prevalence of anaemia was also examined. Of the sample, 22 per cent (33 children) were diagnosed as being anaemic. Anaemia was found to be much more common among those starting whole cows' milk before the age of eight months, compared with those starting after this age.

The study concludes: "Anaemia is common, and is usually caused by iron deficiency. Prolonged breastfeeding and early introduction of cows' milk are associated with anaemia, and the continued use of formula milk protects against anaemia."

This may be bad news for babies, but it's good news for Farley's Junior Milk!





According to Claire Uglow: "The potential market for follow-on milks is enormous. Some 90 per cent of mothers still use cows' milk before the age of one year, all of whom are potential users of Farley's Junior Milk. As more and more parents become aware of the disadvantages of feeding cows' milk too early, those mothers who wish to move on from infant formula, or breastfeeding after six months, will need a substitute. We anticipate that those mothers will be turning to follow-on milk."

Farley's is making sure the right people get to hear about this new medical opinion with a heavyweight public relations campaign which is currently hitting key parentcare and mainstream womens' magazines, as well as health professional Press.

A presenter highlighting key points raised in the article, as well as the advantages of Farley's Junior Milk, is already being distributed to key recommenders.

### The support package

Sales of Farley's Junior Milk are growing and Farley's is determined that growth levels will continue throughout 1991. Advertising and promotional expenditure for this year totals £1.5m, and includes extensive sampling, a continuous presence through advertising in key parentcare,

selected women's mainstream, and recommender Press; the education and information to both health professionals and consumers is being up-weighted, and a public relations campaign in carefully targeted media will run throughout the year.

In addition, a number of innovative consumer promotions are scheduled for the coming months. Pharmacists should watch out for news of a Spring promotion coming soon to tins of Farley's Junior Milk, which Farley's predicts will give a significant boost to its Spring and Summer sales.

### More new initiatives

In line with their policy of supporting marketing drives with an educational programme, Farley's has recently produced a consumer leaflet which



describes the uses and benefits of Farley's Junior Milk, as well as carrying a 15p money-off coupon to encourage trial of the brand. Consumers can pick up the leaflets in pharmacies from a handy counter-top dispenser which is available free from Farley's.

And in a fresh new initiative Farley's is revamping its packaging. From April, the tins of Farley's Junior Milk will feature the new Junior character, already appearing on all consumer promotional material. Claire Uglow explains the rationale behind the revamp: "The Junior character has a strong appeal for mothers, and by featuring him on the new tins will attract new consumers to the brand without alienating its core loyal buyers. In addition, the Junior character will strengthen brand recognition and reinforce the image of Farley's Junior Milk."

### Farley's on film

Farley's has recently produced a video entitled "Junior" which provides further information about Farley's Junior Milk and its role in a baby's diet.

An unusual perspective and an amusing script make the video easy and enjoyable to watch, and, at the same time provides pharmacists with valuable information about the product.

If you would like to borrow a copy of the video free of charge, simply complete the coupon below and send it to: Farley's Junior video, PO Box 12, Nottingham NG7 2GB.

Name .....

Position .....

Pharmacy address .....

.....

.....

### The future "follows-on"

With the UK market for follow-on milks currently growing at the rate of 73 per cent \*, per annum, the future certainly looks bright. And a look at our European counterparts gives some indication of what to expect in the future. Claire Uglow comments: "Since the launch of Farley's Junior Milk in February 1989, we have seen a four-fold increase in the follow-on milk sector. However, the UK market is still underdeveloped and Farley's is determined that the full potential for follow-on milks will be realised this decade. We are committed to growing the market and will continue to put maximum support behind Farley's Junior Milk throughout the 1990's. The UK market for follow-on milks could be worth as much as £56 million by the end of the decade, which would be consistent with European markets."



\* Nielsen, RSGB data and internal estimates

\*\* B Wharton: Milk for babies and children: No ordinary cow's milk before 1 year: British Medical Journal (October 1990)

\*\*\* A.F. Mills: Surveillance for anaemia: risk of factors in patterns of milk intake: Archives of Disease in Childhood: 65:428-431 (1990)

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# Immunisation for children

**T**he pre-school immunisation schedule is a well established part of a child's early medical care. However, uptake could be considerably improved. Parents cannot be forced to have their children vaccinated, and adverse publicity over, for example, the whooping cough vaccine, has deterred some. However the link between immunisation and brain injury has been shown to be tenuous indeed. Failing coercion, health workers need to take an interest in promoting full immunisation wherever possible.

Some conditions, such as asthma and premature birth, increase the risk from infectious diseases and children with such conditions should be vaccinated as a matter of priority.

No child should be denied



Immunisation can be induced, either actively or passively, against a variety of bacterial and viral agents.

Active immunity is induced by using inactivated or attenuated live organisms or their products. Live attenuated vaccines include those for poliomyelitis (oral-OPV) and measles. Bacterial and viral vaccines such as whooping cough, typhoid and inactivated poliomyelitis (IPV) contain inactivated organisms. Tetanus and diphtheria vaccines contain toxoid — toxins inactivated with formaldehyde.

The first injection of an inactivated vaccine or toxoid in a subject without prior exposure to the antigen produces a slow antibody response of predominantly IgM antibody — the primary response. Two injections may be needed to produce such a response. Depending on the potency of the product and the time interval, further injections will lead to an accelerated response in which the antibody count rises to a higher level — the secondary response.

Live attenuated virus vaccines promote a full, long-lasting antibody response after one dose

Live vaccines should not be administered to patients receiving high dose corticosteroids (for children, prednisolone 2mg/kg a day for more than a week). Vaccination should be postponed until at least three months after treatment has stopped.

The following are not contra-indications to vaccination:

- Asthma, eczema, hayfever.
- Being breastfed.
- History of jaundice after birth.
- Below a certain weight.
- Over the age given in the immunisation schedule.
- Previous history of pertussis, measles or mumps.
- Prematurity — immunisation should not be postponed.
- Contact with an infectious disease.

A history of allergy is not a contra-indication. Previous anaphylactic reaction to egg contra-indicates measles, mumps and rubella vaccines.

Siblings and close contacts of immunosuppressed children should be immunised against measles, mumps and rubella. There is no risk of transmission of virus following vaccination.

immunisation without serious thought as to the consequences. Where there is any doubt, advice should be sought from a consultant paediatrician. Immunisations should be postponed if the child is suffering from an acute illness, but not minor infections in the absence of

fever or systemic upset.

If pyrexia develops after immunisation the child can be given paracetamol, followed if necessary by a second dose 4-6 hours later. A suitable dose for an infant under three months is 10mg/kg (5mg/kg if jaundiced).

*Continued on p27*

## Meningitis vaccine in 1992?

A vaccine against type B meningitis will be introduced as part of the childhood schedule from October 1, 1992, subject to the satisfactory outcome of clinical trials.

Immunisation against *haemophilus influenzae* B (Hib) offers the opportunity to eliminate one of the major causes of bacterial meningitis. It is proposed that Hib vaccine will be given at the same time as polio vaccine and the triple vaccine for diphtheria, tetanus and whooping cough, at two, three and four months.

Hib vaccines have been successfully used in Finland and Iceland, and have been recently licensed for use in the USA.

A Government-funded trial is currently assessing four vaccines for effectiveness in the Gloucester health district.

## A better pertussis vaccine?

A new acellular pertussis vaccine developed by the Centre for Applied Microbiology appears to produce significantly fewer systemic symptoms than a whole cell vaccine.

A recent paper in *The Lancet* (January 12) suggests the reduction in pyrogenicity with the acellular vaccine may be associated with fewer febrile convulsions if given to a large population. The acellular vaccine was also found to be more immunogenic than whole cell vaccine.

Phase 3 clinical trials to measure the relative efficacy of acellular and whole cell vaccines are planned for the UK and elsewhere, and the CAMR vaccine would be a suitable candidate for inclusion in such a trial, the paper suggests.





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### Schedule for routine immunisation

Age	Vaccine	Notes
Two months	D/T/P and polio — first dose	
Three months	— second dose	Primary course
Four months	— third dose	
12-18 months	Meas/mump/rub (MMR)	Can be given at any age over 12 months
Four to five years	Booster D/T and polio	Preferable to allow an interval of at least three years after completing basic course
10-14 years	Rubella BCG	Girls only Can be given in infancy. Interval of not less than three weeks between rubella and BCG

### Key to the vaccines

**D/T/P — absorbed diphtheria/tetanus/pertussis vaccine.** One 0.5ml dose consists of a mixture in an isotonic buffer solution of diphtheria toxoid and tetanus toxoid adsorbed on to an aluminium hydroxide gel with a suspension of killed *Bordetella pertussis* organisms.

The low uptake of pertussis vaccine from 1975-85 has left a large number of unvaccinated older children who received D/T vaccine only. Such children should be given the single antigen pertussis vaccine, for which there is no upper age limit. Adverse reactions: swelling and redness at the injection site are common. Crying, screaming and fever may occur after pertussis vaccine in triple vaccine.

Severe neurological conditions resulting in permanent brain damage and death have been reported after pertussis vaccine. But such illnesses can develop from a variety of causes in the first year of life, and there is no way of identifying cases which may have been caused by pertussis vaccine. For these reasons there has been considerable anxiety over its safety. However, the number of cases of vaccination combined with neurological damage remains too small to show conclusively whether or not the vaccine can cause permanent brain damage, if such damage occurs at all.

Immunisation should not be carried out in children who have a history of severe local or general reaction to a preceding dose.

**Poliomyelitis.** Live oral polio vaccine (OPV) is routinely used in the UK and contains live attenuated strains of virus types I, II and III. The attenuated viruses become established in the kidney and promote antibody formation in both the blood and the gut.

Inactivated polio vaccine (IPC) contains viruses of all three types inactivated by formaldehyde.

Breast feeding does not interfere with the antibody response and immunisation should not be delayed.

The contacts of a recently vaccinated baby should be advised of the need for strict personal hygiene, particularly for washing hands after changing nappies. Faecal excretion of vaccine virus, which can last up to six weeks, may lead to infection of non-immunised contacts, although it is usually of no account.

**Measles/mumps/rubella (MMR) vaccine** is a freeze-dried preparation containing live attenuated measles, mumps and rubella viruses.

The vaccine is recommended for pre-school children who have not previously received it, and should be given irrespective of a history of measles, mumps or rubella infection or measles immunisation.

MMR can be used to protect susceptible contacts during a measles outbreak provided it is administered within three days of exposure. The antibody response to the rubella and measles components is too slow for prophylaxis.

Adverse reactions: malaise, fever and/or rash may occur, most commonly about a week after vaccination and lasting two to three days. During the sixth to eleventh days after vaccine febrile convulsions are likely in 1 in 1,000 children, the rate previously reported in the same period after measles vaccine. Parotid swelling may occur in about 1 per cent of children up to four years, usually in the third week and occasionally later.

The text above was extracted from "Immunisation against infectious diseases 1990" (£4) available from HMSO

### MEDICINES

# Trend to prophylaxis

**A** trend for mothers to use nappy rash products increasingly for prophylaxis as well as treatment has contributed to last year's 16 per cent value growth (6 per cent in volume) in the market, now worth an estimated £10.5 million at rsp.

Pharmacies account for most of the sales. The growth has also been fuelled by a move towards larger packs, as well as by the steadily increasing birth rate, according to Sudocrem product manager Chris Clark. He believes the key requirements for nappy rash treatments are that they should provide an effective barrier, soothe the irritation and have antibacterial and healing properties.

"Customers are looking for an effective product with a combination of all four of these qualities," he believes. "Pharmacies play an important role in advising mothers how individual products fulfil these needs."

Sudocrem is clear brand leader and had a 51.5 per cent share of the market (excluding Boots) in the year to September/October 1990, over three times that of its nearest competitor. Sales grew one-fifth in value during this time.

Mr Clark attributes much of Sudocrem's success to sampling, which enables customers to find out how effective it is. "If you give

mothers a sample they will only buy it for themselves if it works," he adds.

Sudocrem is the only nappy rash treatment to be in all three Bounty bags — the mother-to-be, new mother and weaning packs. It is also given away at exhibitions and through the GP sales force, to the tune of over one million samples a year.

Pharmacists who display the latest Sudocrem shelf organiser will be entered into a draw every two months to win a colour television. New window showcards are also available.

Vasogen is currently being supported by a public relations campaign in the consumer Press.

**Dendron Ltd** say the teething gel market is estimated at £3.5 million with Dentinox holding a 30 per cent share. They add that there is a swing towards this type of product, containing a local anaesthetic, and away from products containing analgesics. The Dentinox range is being supported throughout the year with colour advertisements appearing in all the leading mother and baby publications. Additional support includes public relations and frequent attendance at exhibitions. **Seven Seas** believe their expansion of the Minadex range over the past three years has largely contributed to the brand more than doubling its share (now 22

*Continued on p28*



Dual display recommended



Continued from p27  
per cent) of the children's vitamin and mineral supplement market, which grew by £2m last year to reach £14m. Adexolin sales have also been steadily rising, following Department of Health recommendations that all babies should be given supplements.

**Stafford-Miller** say the fluoride supplement market is valued at £1m, with Endekey supplements holding about 63 per cent of the value in pharmacies. Endekey drops and tablets are being supported by a public relations campaign in women's magazines, dental journals and the regional Press. An advertorial in "All Change" baby annual has a reader response form enabling mums to ask for more information.

**Whitehall Laboratories** are giving away "ABC — Anbesol brings comfort" mobiles in all Bounty Bags distributed in hospitals to first-time mothers. The mobile has laughing crocodiles on one side and hints for mothers on feeding and caring for baby's teeth on the other. The product is advertised regularly in consumer magazines.

**Sterling Health** repackaged Panadol Junior last month, bringing it into line with other Panadol products. A new display unit, designed to hold six packs, also plays host to the rest of the range. It is available from representatives. Both Panadol Junior and Panadol Baby & Infant are being backed by a full support programme, including advertising for the latter in the mother and baby Press

until September.

**Intercare Products** attribute the good performance of Tixylis this Winter to moving the lower dosage age down from three years to one year. They say it is now the number two brand in the children's cough/cold market. Their commitment to advertising to both consumers and important "recommenders" such as health visitors is being maintained; this includes a £300,000 advertising campaign in the national Press, women's magazines and the mother and baby Press. Merchandising materials and height charts are available to pharmacists from company representatives.



**LRC Products** are spending £500,000 on support throughout the year for Woodward's gripe water alcohol-free and Woodward's teething gel. Both products will feature in sampling bags for mothers-to-be and new

mothers. The Bounty bag will include a teething gel nursery mobile and a leaflet including a 20p off coupon. Advertising will feature in the Bounty Mother-to-be book, *Practical Parenting* and the National Childbirth Trust Baby Annual, which will include a free mobile. The gripe water is claimed to be brand leader with a 55 per cent share of the £4m liquid carminative market.

**Pharmax Ltd** are supporting Infacol with advertising throughout the year in community nurse and

medical Press, together with public relations and monthly attendance at major exhibitions. The brand is claimed to be market leader in the infant colic market.

**Warner Lambert Healthcare** suggest placing Abidec on the baby care shelves as well as on the vitamin and health shelves, so mothers can see it alongside the other baby care products they buy regularly. The brand grew 22 per cent last year and is claimed to be brand leader in the children's multivitamin and supplement market.



**Boehringer Ingelheim** are supporting Conotrane during 1991 with the launch of a new branded leaflet on "How to stop nappy rash". Quantities are available free, for use by health visitors, nurses, surgeries and pharmacies, from Ghislaine Johnson at Windsor Pharmaceuticals/-Boehringer Ingelheim Ltd (tel: 0344 484448).

Conotrane will also be supported with a strong presence at paramedic exhibitions, heavy sampling to community nurses, additional literature on the subject of incontinence and in-pharmacy promotional and POS material.

Claimed the third largest brand in the GSL medicated cream sector with over a 10 per cent market share, Conotrane has shown a steady growth during the past three years, increasing sales by 10 per cent in 1990.



## Mum doesn't understand why everyone isn't stocking Tendercare now it's ultra absorbent

Up until now she's only been able to buy nappies that are cheap, but don't work as well as the ones she can't afford. Now, I've told Mum that unless she buys Tendercare I'm going to keep her awake *all* night. Let's face it, now Tendercare nappies are longer and narrower between the legs I can't think of a better fitting, more comfortable economy nappy. The bits that really sold Mum on the idea of Tendercare though, were the new Leak

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It's nice for us to know that we can save your time, precious time you can share with your baby.



## 'Check temperature often'

**P**arents should get into the routine of checking their baby's temperature mid-morning, just after the mid-day feed and again in the middle of the afternoon, advise researchers at John Radcliffe Hospital department of dermatology, Oxford, who have carried out extensive work on body temperature measurement.

It is now believed that overheating — either because of an undetected illness or too much clothing — and incorrect sleeping position, or a combination of these, may contribute to sudden infant

death syndrome. By regularly taking their baby's temperature, parents get to know what is "normal" so that any deviation acts as an early warning that all is not well.

Liquid Crystal Devices Ltd have introduced what they believe is a quick, easy and accurate means of measuring a baby's temperature — a liquid crystal new born baby thermometer which is placed between the mattress and upper body. Three different colour bands show if the reading is normal, above or below normal (£4.95). Tel: 081-423 6070.

**Lewis Woolf Griptight** report enthusiastic reaction to the Potette — the company's new foldaway potty. Sales of bottles are also up and the company is continuing its programme of product introductions and re-packaging.

Griptight claim that the Potette provides pharmacies with an additional 12-18 months new business from

sales of the absorbent disposable liners, turning a one-off £5 potty sale into an additional £100 of sales per mother per year.

The company's total feeding bottle sales are up 46 per cent on the previous 12 months. "This is mainly due to our introduction of a range of designer bottles," comments Mike Jackson. "The company claims a 32 per



### Latest from Maws

cent share of the £4m bottle market, and this year will be expanding the "deluxe range".

Recent introductions are odour neutralising nappy bags, presented in a tissue-style dispenser box of 50 (£0.99), and party spoons in assorted colours (8, £0.69).

Griptight claim a 20 per cent share of the teat market worth around £4m. Sales of latex teats still outnumber silicone with the split being approximately 70 per cent latex and 30 per cent silicone.

A new perforated blister display card for Freflo teats gives retailers flexibility of display and the option of purchasing the product in a smaller quantity. The card holds 10 teats and is suitable for placing alongside checkouts to encourage impulse purchase. The Freflo teat twin pack is also being repackaged in a hanging blister format.

The Sof' soother is now available on cards of 10, containing two colours — blue and pink or lemon and mint. The soother retails at around £0.85, compared to around £0.89 for the blister packed version.

**Maws** recently introduced new character feeding bottles into their range. The bottles feature a teddy bear and a rabbit in assorted designs. They are available singly (125ml, £1.65; 250ml, £1.70) or as two triple packs containing three 250ml bottles (£4.95). A merchandising unit holds six 125ml bottles, eight 250ml single bottles and two 250ml three-pack bottles. Addis Ltd have also increased the SPF of two of their most popular sun products, following increased demand for preparations for babies and children. The Maws Suntime sun block has been

reformulated as a factor 20 water-resistant cream, and sun and wind cream has been upgraded from factor 7 to 15.

**Lee Rom Agencies Ltd** have a range of equipment under the Romkins label. The products include gift sets, Freedom toilet training seat, feeding equipment, soothers, and safety items such as the Toppoleproof bath support, adjustable guard rail, corner protectors, Slamproof to prevent doors slamming and the Child Safe for keeping medicines out of reach. Tel: 061-941 2825.

**Cannon Babysafe Ltd** say their new packaging programme, launched last March, has secured significant sales increases. Independents' sales for 1990 over 1989 show increases for both the 8oz and 4oz silicone Cannon Babysafe feeding bottles — 69 per cent and 49 per cent respectively. The Designs range three-pack saw a 53 per cent increase and sales of Avent were well up with a 35 per cent increase for the 9oz bottle. Advertising is running in major mother and baby publications.

**Babin (UK)'s** products are pitched at the premium end of the market, with a combination of quality and novelty appeal that they believe will encourage additional impulse and gift purchasing. The Zoo line range of soothers and teethers (from £1.89) feature cartoon animals. The orthodontic teats are the traditional (round) style in three sizes. The teethers are made entirely of moulded latex rubber. A selection of plain and printed feeding bottles (£1.21-£1.68) range from 125ml to 280ml, all available with traditional or orthodontic latex rubber teats.

*Continued on p33*

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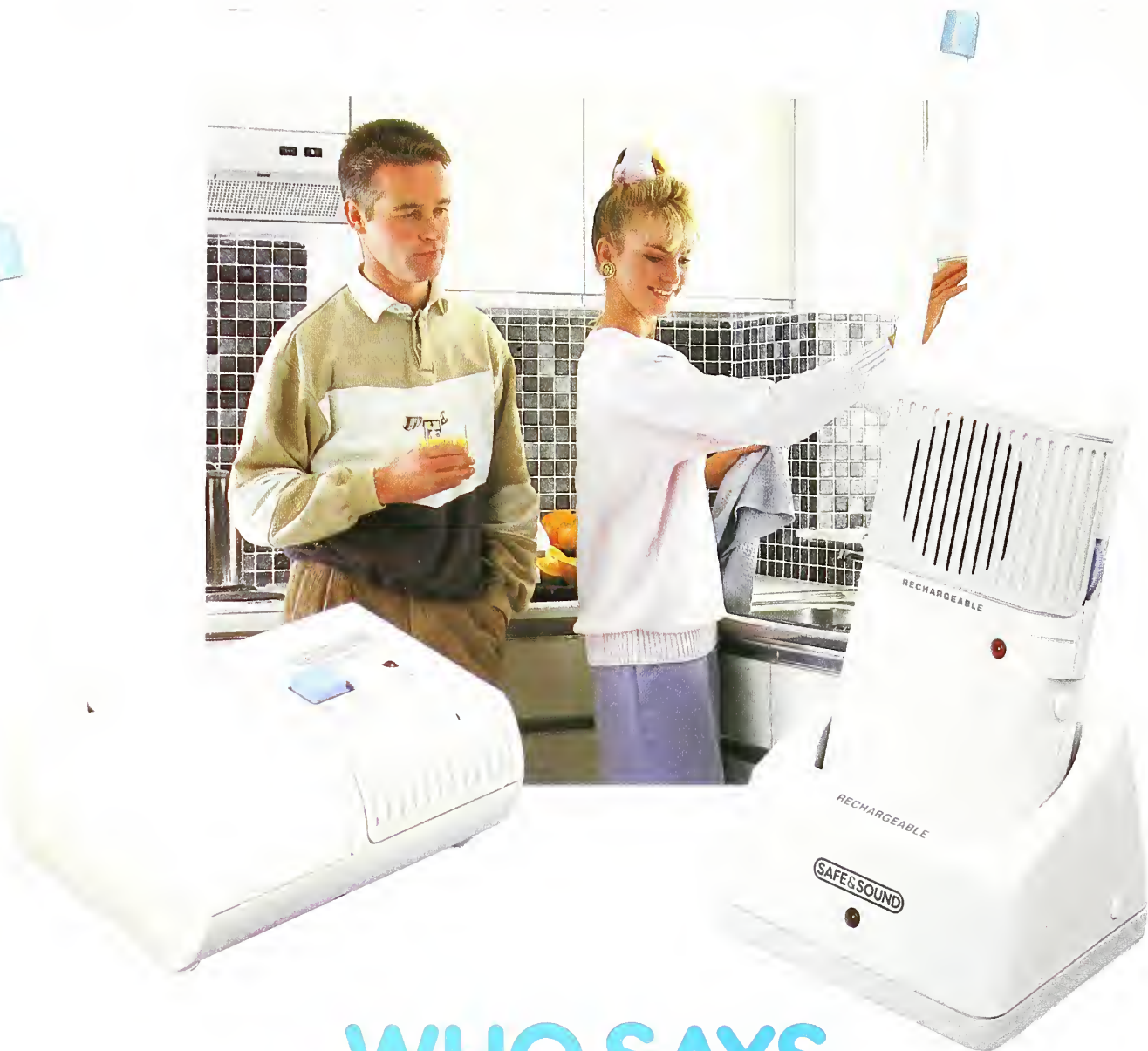
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Tel: 0423 501151 Fax: 0423 524997





**New Tommee Tippee** products for 1991 include rattles, a pacifier, more bottle designs and new toys.

Ducks in spotted aprons and dancing hippos are among the six new designs in 250ml bottles, while fruit, lambs and snowdrops are among the four new designs in the 125ml size. A range of "baby's first bibs" come in six new designs (£0.89) while three new designer bibs include the Tommee Tippee panda, ducks and jungle motifs (£1.49).

A bouncing cradle and buggy toy, featuring rattling and spinning pandas, has adjustable arms and quick-release spring clips (£6.99). Rattles featuring revolving aeroplanes and butterflies have suction bases to attach them to tables or high chairs (£4.99). Steam-sterilisable Clackers rattles make a "clacking" sound and are said to be good for gums during painful teething (£1.49). There is a safety mirror rattle shaped like a bear (£1.99) and a dumbbell-shaped rattle with clear plastic ends containing coloured beads (£1.29).

The new pacifier has a

symmetrically-shaped latex teat which ensures it is accepted by the baby in the right position. The ring-handle has been replaced by a flower-shaped button, enabling it to be removed from the baby's mouth more easily. It is available in four colour combinations, with or without printed designs (£0.79).

All Tommee Tippee and Pür stand deals are supported by free goods promotions on a monthly basis.

Richard Bowen, Jackel International's sales and marketing director, says that designer products continue to increase the value of the market. Despite the recession, mums — particularly the growing percentage of older ones with a higher disposable income — will always buy the best for baby. While luxury goods such as cosmetics and fragrances may not see pharmacy through the recession, he believes that baby products will.

Designer bottles remain the classic impulse buy, say Jackel, whose sales of these items have doubled year on year.



**This new steam steriliser for use in a microwave oven has been introduced by Mam (UK) Ltd. Holding two feeding bottles plus accessories, it can double as a carrying case (£19.95). After adding water, eight minutes in the microwave is enough to kill common household micro-organisms (See Counterpoints last week)**

## Toiletries

**Johnson & Johnson** are continuing their commitment to new product development, with baby lotion soap, baby liquid soap, moisturising bath and bath gel in a shower pack, already being introduced this year. They say they will have a year-round presence on television, in the Press and with promotional support.

**Colgate-Palmolive** believe pharmacists can play an important part in advising mothers about the need to care for their babies' teeth from an early age. The brushing routine should start at the first sign of a tooth using a small, soft bristle toothbrush and some fluoride toothpaste about the size of a small pea.

The toothpaste should be specifically formulated for first teeth so it will be less foaming and abrasive, says the company. Adult toothpastes contain higher levels of fluoride and are stronger in taste.

### Top five brands — pharmacy sales — sterling MAT to December 1990

1) Nappies	2) Foods (wet & dry)	3) Baby wipes
1. Pampers	1. Cow & Gate	1. Baby Fresh
2. Pea Douce	2. Heinz	2. Jeyes
3. Togs	3. Milupa	3. Wet Ones
4. Cosifits	4. Robinsons	4. Pudgies
(inc. New Cosifits)	5. Farleys	(Top 4 only)
5. Cares	(excludes rusks and cereals)	

Source: Nielsen

Stock up on Bickiepegs. There's a whole new generation waiting open mouthed.

# Bickiepegs





# Birth of the blues: postnatal depression

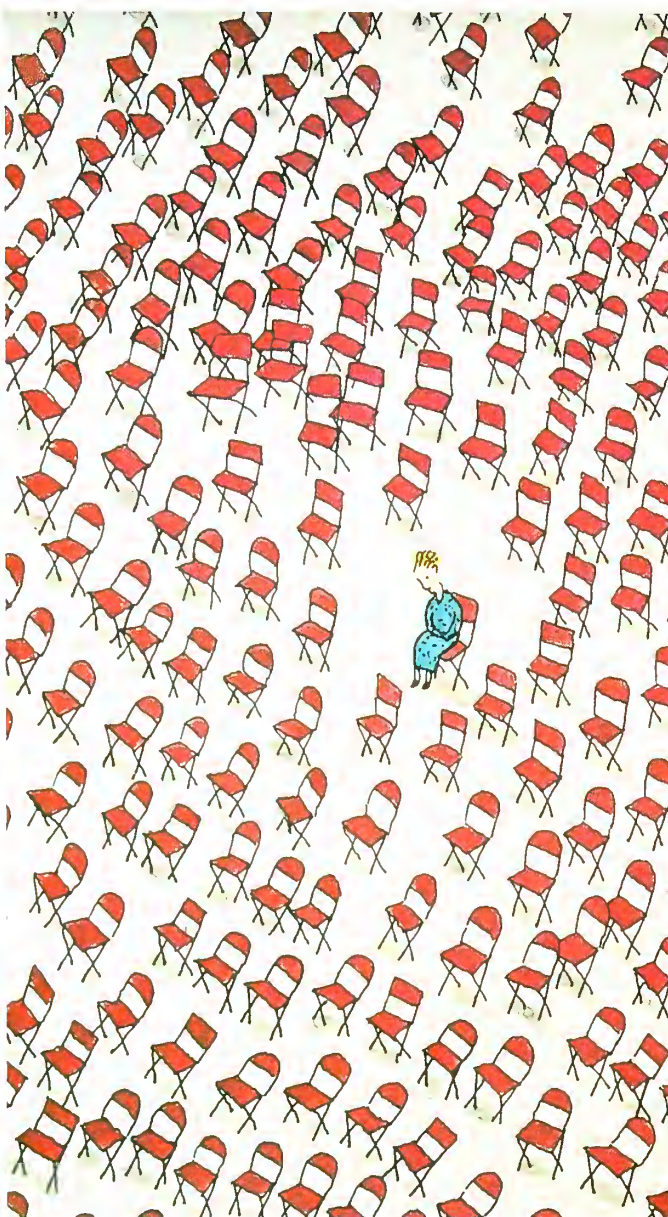
*Postnatal depression is a hormonal disorder which is preventable, writes gynaecologist Dr Katharina Dalton*

**T**he enormous changes which occur in the mother's body during labour and the puerperium affect every system. The womb, which held the baby and placenta, shrinks to the size of a pear within days from delivery. Changes occur in the kidney, liver and heart as the blood volume contracts to cope with only the mother's circulation. The abdominal organs, no longer squeezed into a limited area, are able to expand again, and slowly the abdominal muscles regain their strength. The breasts are no longer sex symbols but, stimulated by sucking, produce milk.

These many changes, which occur slowly during pregnancy and abruptly during labour and the puerperium, are the result of hormonal changes which are controlled by a centre in the hypothalamus. Today postnatal depression is recognised as a hormonal disease, coming within the ambit of the gynaecologist/obstetrician, and most frequently seen and managed by GPs.

## Hormonal changes

Progesterone, the pregnancy hormone, is produced by the ovary after ovulation. If conception does not occur the progesterone blood level drops and menstruation occurs, the sign of a failed pregnancy. However, if conception occurs there is an immediate, colossal rise in the secretion of progesterone into the blood, first from the ovary and later the placenta. The blood level of progesterone rises some 40 to 50 times the peak level found during the luteal phase in normal menstruating women. It is this very high blood level of progesterone



during later pregnancy that causes many women to feel healthier than at any other time in their lives.

During delivery of the baby the placenta is expelled resulting in a dramatic drop in the blood level of progesterone, which after a few hours can no longer be registered. Meanwhile the level of prolactin in the blood rises and lactation begins. If the mother fails to adapt quickly enough to these massive changes in the blood levels of progesterone and prolactin it may result in baby

blues, postnatal depression and puerperal psychosis (1).

## Postnatal blues

Postnatal blues refers to those inexplicable bouts of weeping or sobbing which may occur suddenly and unexpectedly during the first two weeks after childbirth, but then disappear. Although the crying may continue for an hour or more the tears are those of emotion, rather than of depression or sadness. Tears may be started by a happy stimulus, like seeing

baby's birth announcement, or a seemingly unimportant event, like spilling a cup of tea. It is important to realise that this is a natural happening, occurring in almost all new mothers. Relatives and friends should help them to appreciate this happens to most new mothers, and they should not be unduly worried, ashamed or feel guilty about it.

Unexpected crying is the only symptom of the blues, but if during the early days after delivery there are signs of personality changes, confusion, anxiety, insomnia or agitation then it suggests a more serious condition, and observation or medical assistance is required.

## PND symptoms

Postnatal depression (PND) is defined as the first occurrence of psychiatric symptoms within six months of delivery (1). It excludes a recurrence of a previous psychiatric disease, such as schizophrenia or manic depression, and covers the whole range from mild to severe psychiatric symptoms, including puerperal psychosis. In spite of its name, depression is not necessarily the presenting symptom, in fact depression need not be present.

The psychiatric symptoms may include anxiety, insomnia, irritability, exhaustion, agitation, confusion, hallucinations, rejection of the baby, mania or sensations of unreality. Unfortunately because of its name, once PND is diagnosed the tendency is to give antidepressants, and refer to a psychiatrist.

"Idiopathic postnatal illness" might be a more appropriate title (2), but there is not yet general agreement on this.

If PND starts within the first two weeks of delivery it is more likely to be the severe type, frequently requiring admission to ensure the safety of the mother and baby. In other cases PND may start later, often associated with stopping

*Continued on p36*



# The Natural Leader in Herbal Baby Drinks.

## No. 1 Brand in Herbal Baby Drinks.

The market for herbal baby drinks is growing rapidly. As the established manufacturer in this field, Milupa are No. 1 in the market and the No. 1 Baby Drink brand overall in chemists when sales are converted into made up 100ml servings.\*

## Respected and Trusted.

It's a position we've attained because both mothers and babies alike have come to trust and love Milupa's Herbal Baby Drinks. Health Visitor recommendation in particular has increased demand for the range.

## A Natural Success.

There is Fennel, Camomile, Herbal Blend and Hibiscus & Rosehip. Soothing and thirst quenching, Milupa Herbal Baby Drinks contain only natural ingredients. They are simply a blend of dextrose (glucose) and natural herbal extracts. They contain no artificial colourings, flavourings or preservatives. What is more, they are lower in sugar than most other baby drinks.

## Economical to Use.

Milupa Herbal Baby Drinks are conveniently packaged in stay-fresh resealable 200g and 90g tubs. Granulated for easy mixing and to enable mums to mix as little or as much as baby needs, they are very economical too.

## Healthy Sales in Chemists.

As a result of consumer loyalty and rapid growth, Milupa sales now account for almost one quarter of all baby drinks sales in the chemist.\* And with constant advertising, sampling and promotions our sales can only increase. So make sure you stock Milupa Herbal Baby Drinks, the natural way to watch your sales grow.

# **milupa**<sup>®</sup>

Milupa Herbal Baby Drinks.  
The natural answer for  
thirsty little experts.



See your Milupa representative or ring Milupa Sales Department on 081-573 9966.

Milupa Ltd., Milupa House, Uxbridge Road, Hillingdon, Middlesex, UB10 ONE.

\*Independent Research Data 1989



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lactation, starting oral contraceptives, starting a diet or during the first premenstruum.

In 1855 Marce, the French physician, noted that women with PND improved after menstruation with return of symptoms before menstruation. With further progress there is normality after menstruation but a recurrence in the premenstruum, thus PND gradually changes to premenstrual syndrome (PMS) in some 87 per cent of women. It is important to bear this natural progression in mind in women with PND, for their seemingly normal behaviour in the postmenstruum may suddenly deteriorate in the premenstruum. Later, women who suffered from PND, are likely to require treatment for PMS.

## Progesterone

The work of molecular biologists suggests that PND is caused by a failure of the individual to adapt to the hormonal changes of childbirth and in particular to the change in the binding capacity of progesterone receptors from their pregnant to their non-pregnant activity (3). Prophylactic progesterone has proved most effective in women with a history of PND or puerperal psychosis (4). Arrangements are made during pregnancy, so that at the completion of labour they receive progesterone 100mg intramuscularly for seven days, followed by progesterone suppositories 400mg  $\times$  2-6 daily for the next two months or until the return of menstruation. In a worldwide series of 206 women who had previously suffered from PND, this proved 93 per cent successful in preventing a recurrence of PND (2). In those with first time PND progesterone should be started as soon as diagnosed, and if necessary can be used together with any psychotropic drugs.

Natural progesterone has an excellent safety record with no long-term side effects; it has no contra-indications, one cannot overdose and it enhances lactation (5). Natural progesterone cannot be administered orally and must be differentiated from the artificial oral progestogens (such as norethisterone, medroxyprogesterone, dydrogesterone), which are alien to the human body, although useful as menstrual

regulators.

The progestogens lower blood progesterone levels and do have side effects and contra-indications (5). It is now appreciated that progestogens do not bind to progesterone receptors (6) and therefore cannot be transferred to the nucleus for metabolism.

Recognition of the unique characteristics of progesterone receptors also emphasises the need for high dose progesterone (7) and the need to prevent a drop in blood glucose level (8). All women receiving progesterone are advised to adhere to a three hourly starch regime, which entails dividing their usual three meals daily into six half meals or snacks and having small portions of food containing flour, potatoes, oats, rye or rice every three hours. This three hourly starch regime is also advised for patients with PMS, whether they require progesterone or not (9).

## Typical depression

Typical depression, which occurs in men, women and children, may also occur during the first year after childbirth, precipitated by the change from a career to life alone at home. Health visitors are proving most valuable in recognising the early signs of depression, and in counselling and helping women to adjust. Women with minor psychiatric symptoms, who are not anxious to visit their GP, can usefully be advised to contact their health visitor.

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## MILKS

# Competition intensifies

*Pharmacies continue to perform well in the babymilks sector but must beware of competitors trying to erode their share*



**M**ultiple grocers, children's specialist stores and even toy shops are trying to muscle in on a market which some pundits expect to reach £110 million this year.

Wyeth Nutrition, who claim brand leadership in pharmacies, recommend that pharmacists capitalise on their "white coat

reassurance" and keep up-to-date with their knowledge of infant feeding practices. While feeding problems should always be referred to a midwife or health visitor, pharmacy staff can provide an invaluable service, they say. Other advice is to maintain full stock levels of the most popular brands because mothers are told not to switch products without

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More health authorities are investigating the possibility of distributing welfare milk through pharmacies.

A scheme involving over 60 pharmacies in Oxfordshire Health Authority is working well, says district pharmaceutical manager Ian Simpson. Two types of customer can receive infant formulae for babies under one year old — the least well-off can obtain a 900g tin free in return for tokens, while the other group on family credit pays a reduced price. The pharmacist is reimbursed at a fixed price regardless of the brand the mother chooses from a selected list.

The scheme has been in operation since August 1989. "Customers particularly appreciate the fact that pharmacies are open 5½-6 days a week, whereas clinic hours are more restricted," Mr Simpson told C&D. "The health visitors and community health councils have also been very much in

favour of the idea."

The National Pharmaceutical Association received some 20 inquiries from other districts after publishing information about the scheme last November. Those expressing interest in setting up similar ventures included Trevor Solomon, Birmingham Local Pharmaceutical Committee secretary, who has had an encouraging response from South Birmingham Health Authority and local CHCs. A questionnaire is being sent to community pharmacists to assess the degree of support.

Miall James, principal pharmacist, Basildon and Thurrock Health Authority, is pursuing the idea of a trial scheme in his area. As well as considering pharmacists and their customers, he believes it is important to enlist the support of health visitors who want to be sure they do not lose touch with clients through mothers visiting clinics less often.



# IN THE BABY DRINKS MARKET



THERE'S ONLY ONE BRAND LEADER\*



AND ONLY ONE BRAND IS IN ALL THREE SECTORS



SO IT'S OBVIOUS WHICH ONE TO STOCK.

In the fast-growing baby drinks market, one brand stands head-and-shoulders above the rest. Robinsons.

And with record levels of promotional activity planned, that's the way we intend to stay.



THE TASTE OF SUCCESS



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consulting their health visitor  
or midwife.

Cow & Gate say  
pharmacies account for 36 per  
cent of sales, clinics for 28 per  
cent, grocers 24 per cent,  
drugstores 6 per cent and  
convenience/children's  
specialist stores 6 per cent.  
They agree that pharmacists'  
ability to provide information  
gives them the edge over  
grocers. This is important to  
first-time mothers, who are  
on the increase. "Gain and  
keep their custom for the first  
baby and they will come back  
for the second baby's  
needs," says product  
manager Gary McClintock.

It is also important for  
pharmacists to know which  
products are suitable for  
special dietary and ethnic  
groups, he adds. Products  
such as Cow & Gate  
Premium and Plus, which do  
not contain beef fat, are  
suitable for vegetarians.

Cow & Gate claim to have  
regained total market  
leadership in volume terms  
(RSGB moving annual total  
in the year to November  
1990: 42.3 per cent compared  
with Wyeth 39.8 per cent,  
Farley's 11.6 per cent and  
Milupa 6 per cent) while  
Wyeth claim leadership in  
value terms (44.5 per cent  
RSGB baby panel quarter 3).

The size and value of the  
babymilks market has grown  
by 50 per cent over the past  
three years, say Wyeth.  
Medical experts are advising  
against cows' milk in the first  
12 months of life, which  
means that babies are being  
breast or bottle fed for longer,  
or changed to follow-on milk.  
This trend alone potentially  
doubles the amount of  
babymilk that bottle feeding  
mothers will purchase. And  
the need for bottle feeding  
has been boosted by the  
growing trend for mothers to  
make an early return to full-  
time work.

Both Wyeth and Cow &  
Gate agree that ready-to-  
feeds are set to grow during  
the next few years, as parents  
are prepared to pay extra for  
convenience. SMA RTF grew  
22 per cent in volume last  
year. "And the success of 1  
litre has been phenomenal,"  
says marketing planning  
manager Adrian Kelly.

RTFs should be displayed  
alongside powder to  
encourage trial, say Wyeth.  
Regular users of RTFs need a  
much greater volume than  
those using powders, so  
pharmacists should reflect  
this need by keeping extra  
facings.

Cow & Gate are currently  
offering 10p off RTF through  
leaflets under milk tin lids, as



part of a larger than ever  
support package, worth over  
£2m, for their range.

Ostermilks grew 30 per  
cent in value last year,  
compared with 10 per cent  
growth in the infant formula  
market as a whole. Says  
Farley's group product  
manager Stephen Martin:  
"We have been very  
successful in contract  
negotiations with hospitals  
and our growth in specialist  
milks, such as those for pre-  
term infants, has been  
particularly encouraging.  
Because our share has  
increased significantly,  
pharmacies stocking only the  
larger brands will lose  
business."

Crookes Healthcare will  
be spending £3m on  
Ostermilks promotion this  
year, which is three times last  
year's spend. While unable to  
advertise directly to  
consumers, the company is  
increasing its advertising in  
local authority magazines  
which are given out through  
hospitals. There will also be  
enhanced public relations  
activity.

From April, the branding  
on tins of Ostermilks will be  
bigger and bolder, to  
capitalise on the strength of

the Farley name.

Pharmacies remain  
Milupa's number one  
distribution priority.  
Research shows that mothers  
need guidance when buying  
infant formulas, says  
babymilks marketing  
manager Paul Stuart-Kregor.  
The company intends to  
concentrate on the pharmacy  
sector, although there are no  
plans to stop supplying  
grocers.

From April new POS  
material will be available for  
Milupa babymilks. The shelf  
talkers and organisers entitle  
the pharmacist to a ticket in a  
draw for a cash prize. To  
maximise profits, Milupa  
representatives will give  
advice on stocking levels.

There are 500 holiday  
planners for assistants which  
explain the positioning of  
Aptamil for new born and  
Milumil for hungrier babies;  
pharmacies should write to  
Milupa for a copy.

Milupa are running a  
competition for fashion  
students to design a special  
garment, the "top-up top",  
which will enable mothers to  
breastfeed easily and  
discreetly. The winning  
garment will be available by  
mid-1991 and will be sold at a

"reasonable" price.

In addition to a video and  
booklet supporting  
breastfeeding mothers,  
Milupa have developed a  
series of educational aids  
such as videos, exercise  
leaflets, etc, for health  
professionals; more are in the  
pipeline for 1991.

Consumer research has  
shown that mothers tend to  
choose a brand which  
satisfies the individual needs  
of their babies rather than  
follow in progression from  
whey to casein-based milks.  
As a result Milupa have  
changed strategy with their  
new advertising campaign;  
Aptamil and Milumil will be  
represented as separate  
brands in their own right,  
which will help clarify their  
individual strengths. The  
advertising will emphasise  
clinical trials which showed  
that over 90 per cent of babies  
are contented when given  
either brand.

The company says that  
Aptamil grew by 30 per cent  
and Milumil by 21 per cent in  
value during the 12 months  
to October 1990.

## Follow-on milks

Recent medical papers  
discouraging the use of cows'  
milk in babies under one year  
old have led to greater  
acceptance of follow-on milks  
among health professionals.  
And greater awareness of  
healthy eating in adults has  
led to greater awareness of  
which foods babies should or  
should not eat, believes  
Claire Uglov, product  
manager at Farley's.

The market holds  
enormous potential for  
growth, she adds. In France,  
which has a similar birthrate,  
follow-on milks account for  
41 per cent of the infant milks  
market compared with only 3  
per cent in the UK, although  
last year the value of the UK  
market leapt by 73 per cent.  
In independent pharmacies,  
Farley's Junior Milk grew by  
double this amount.

Crookes Healthcare are  
increasing their spend on the  
brand by 50 per cent this year  
to £1.5m, extending into  
women's magazines as well  
as the mother and baby  
Press. There will also be  
competitions and sampling.

Wyeth Nutrition agree  
that follow-on milks, already  
worth £4m a year, are  
undoubtedly the most  
dynamic of all sectors in the  
babymilk market and  
promise the highest potential  
growth. An advertising  
campaign for Progress in  
both the mother and baby  
and health professional Press  
is backed by a wide range of  
promotional offers.



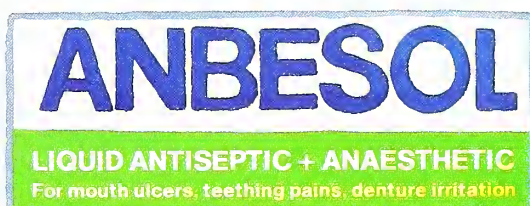




# Anbesol is making a big noise in the baby press.

Any mum who hasn't heard how good **Anbesol**<sup>\*</sup> is at relieving teething pains, will very soon. Because a brand new advertising campaign is running in all the leading mother and baby magazines – with up to ½ million mums seeing it.

So keep on recommending **Anbesol**. It's the best-selling liquid teething pain reliever and it's sugar-free. What's more it's only available from pharmacies.



\*Trade Mark



# Premium brands bite back

Own label has taken a hammering in the disposable nappy market in the past 12 months. And almost uniquely it is the premium brands which are benefiting.

"They're playing silly buggers with the price" was the explanation from one marketing man, who felt that "they" were deliberately price cutting to drive up brand share. Another asserts that the higher profile of premium brands in pharmacies is because "they" buy space with their brand name: large companies will buy hot spots for display, or buylines from the larger multiples which effectively overexposes the products.

A third says own label has not been able to keep pace with product improvements in the branded sector. Gender specific products,

Photography: Peaudouce



elasticated waists, T-shaped absorbent areas and so on are blamed for loss of share in the first half of the year. Yet another suggests own label contract manufacturers have only got themselves to blame. "If they keep choosing multiple grocery business and keep getting screwed down on discount, then something has to give," was his explanation for the rocky state of the manufacturing side of the business.

While two years ago own label accounted for 50 per cent of sales in pharmacies, by February last year Pampers took 45 per cent of the market, own label 25 per cent, Togs 9 per cent and Peaudouce 8 per cent. Since 1985, according to figures released by the Disposable Nappy Association, the average retail price of each nappy sold in the UK has



## Everything for bringing up baby



risen by only 10 per cent in nominal terms from 11.9p to 13.1p. This real decline in price reflects the intense competition in the market.

Pampers now has over 50 per cent of the trade in total, which rises to over 60 per cent plus in independent chemists. There is a feeling this could reach 70 per cent were the occasional supply problems to be overcome. Pampers are at present only manufactured in Germany,

Vantage claim to be the only own label brand that has not suffered a significant decline in sales over the past year. "We have nil growth. We have haemorrhaged on economy but are holding our own on ultra," says Paul Aspinall. From January to September 1990 sales of branded product rose 66 per cent, he says. Because of the strength of branded activity it has been AAH policy to get Vantage franchisees to take Pampers as their leading brand, with Vantage as number two. The brand will be worth over £3 million to AAH this year, and sales volume has pushed ahead so fast that the company has had to redesign its warehouse to handle stock.

although P&G announced last August their intention to switch a substantial proportion of production to a new factory in Manchester, due for completion this year.

There is a broad consensus that technically Pampers is the best product around at the moment. In simple terms the superabsorbent granules (SAG) are mixed with the pulp filling during manufacture. P&G have patented this process worldwide, and have been to court on a number of occasions to protect it. Other companies spray the SAG onto the pulp but the process has to be carefully controlled: problems arise if the SAG is applied too densely, or is of the wrong specification, as "gel block" occurs which reduces pulp absorbency.

Last September it was announced that the Swaddlers and Pampers business in the UK was to be combined following the merger of the paper products business of P&G and the Fater Group, the privately owned Italian parent of Swaddlers. However the merger was rapidly "put on ice" when the European Commission decided it needed to examine whether

Peaudouce has been promoted on television since the beginning of the year. The campaign finishes this month although further such advertising is planned throughout the rest of the year.

The brand is also being supported by sampling. Public relations activity centres around a competition run in conjunction with the National Childminding Association which culminates this month.

A telesales line on 0952 684065/683219 has been set up to take transfer orders and give details of promotions.

the move infringed EC competition policies. Publicly nothing has yet been decreed.

Elsewhere the fall out in the UK market which started with the closure of the Celatose plant in early 1990 continues. Peaudouce closed their plant in Telford in November and no longer have a chemist sales force (Swaddlers use Jenks as brokers). Honeybee dropped out (for the second time) early in the New Year. It will be those companies that can

afford to invest in the next generation of plant that are likely to have the healthiest future.

Pampers are rolling out Pampers compact, which was previously on sale only in Northern Ireland. The packs are roughly half the size of existing packs. Also, for the first time, Pampers mini size is packed in polythene bags.

While the mini and midi sizes came in-store from mid-February, max and maxiplus sizes won't be available until April. The packs have a novel side opening device. Trade prices remain unchanged.

The packs are now carrying the National Childbirth Trust logo, following the signing of a sponsorship package under which P&G will support all aspects of the Trust's work.

The brand is offering an easy reference guide for health professionals who offer advice on infant skin problems. For free copies write to: A Guide to Infant Skincare, Department PH, PO Box 109, Penn, High Wycombe, Bucks HP10 8NP.

From soothers to shampoos and castor oil to cotton buds, you'll find Numark has the baby market covered. Which is not surprising when you consider that there are two complete ranges of Numark nappies - 4 sizes in each range, 12 different packs in total. These are excellent products which your customer will come back again and again to buy. Good news for you, because they offer excellent profit margins.

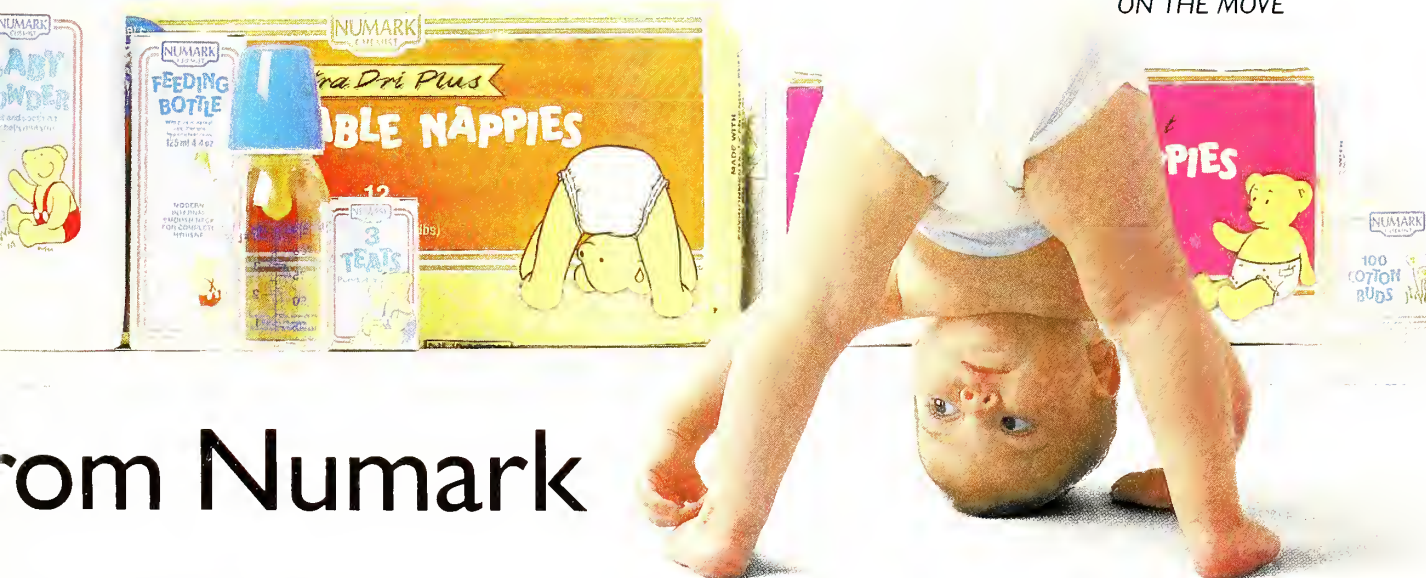
Numark has an on-going research and development programme, with regular new product launches to maintain consumer loyalty. Additionally, all Numark products are subject to professional quality control.

Numark currently offers 35 baby care products exclusively to its members. All high quality, all great value.

516 Fairway Court, Amber Close, Tamworth Business Park, Tamworth, Staffordshire B77 4RP



ON THE MOVE



from Numark



## On your Togs....

Watch out for new value packs of Togs, launched at the beginning of the month as an extension to the existing range. And due to the market any day now are Ultra Togs with a superabsorbent panel within the nappy.

The new value packs will be available in toddlers (80s), childsize (72s) and infant (92s). A new advertising campaign with "a completely new direction" is planned for Ultra Togs.

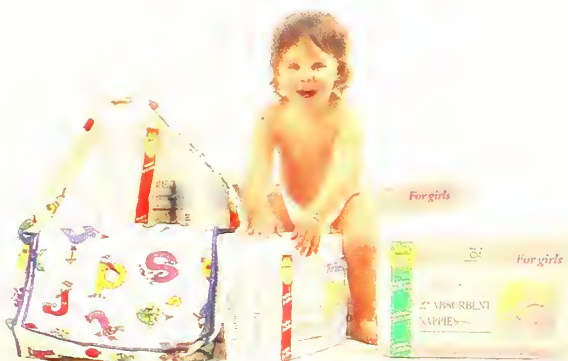
Swaddlers say the disposable nappy market will grow to £430 million this year. Growth will steady off in future years because although there will be a higher number of users, improved nappy absorbency will mean fewer changes. The number of daily changes has recently fallen from an average of five to four a day

and may fall further.

Pharmacies have shown a large increase in their share of the market, says the company, rising from 25.1 per cent at the end of 1988 to 45.7 per cent in the November-December period 1990 (figures exclude Boots; source Nielsen).

In line with other products, Togs now appear in compact packaging. This gives the small retailer further opportunity to develop the premium end of the market as packs take 25 per cent less space and return 10 per cent more profit, say Swaddlers.

Television advertising is planned for the new Ultra product, with an all year campaign in the mother and baby Press. A number of national on-pack promotions are also planned.



Unichem are fighting back in the disposable nappy market.

The relaunch of their ultra nappy is easily the company's biggest own label project to date and is intended to redress the growing dominance of branded lines. By July-August 1990 own label in the chemist sector was taking only 17.1 per cent sterling and 19.9 per cent volume share, about 10 per cent down on 1989, says own products marketing manager Janice Pitman.

Pharmacy sales have held up better because the pack sizes available are smaller and more "trade friendly". While own brands have maintained good price differentials of between 1-4p against branded lines, Ms Pitman acknowledges independent own label producers have been no quicker off the mark than the multiples in reacting to product developments.

The new nappies are gender specific, and all features are colour coded. The product will have an elasticated waist along with resealable tapes. Compact packaging reduces bulk by 20-30 per cent. The wetness indicator is retained.

Pack sizes are designed with smaller pharmacy shelves in mind, as are the trade outers, says Ms Pitman. All packs retail at £4.09 which makes them cheaper than Vantage or Boots and 7-15p less than the leading brands, she claims.

The launch package offers free stock and all initial purchasers will be listed in regional advertisements for the product appearing in the TV Times. An on-pack promotion offers consumer a nappy changing bag (above) worth £15.

For the future Ms Pitman says there will be no swinging back to unisex products. Consumer advertising has established their "desirability" even though they effectively double a retailer's stock holding. A period of relative stability is forecast before the next big issue, that of disposability, is addressed. But that is some time away...

## BABYWIPES

## Little Tearaways are back

**P**ur's Little Tearaways were launched last September, and promptly became unavailable.

Described by manufacturers Jackel as an "ingenious and thoroughly modern new cotton wool product", its brief sojourn away from the market was due to fire damage at the factory.

Production difficulties have been resolved and the packaging now on the shelf has been redesigned to tie in with the new Pur image.

Jackel say their faith in the product has not diminished — baby wipes are the fastest growing sector of the baby toiletries market, up 24 per cent in volume and 31 per cent in value over the first six months of 1990.

Little Tearaways (£1.69) is unbleached 100 per cent cotton wool presented as a roll of 50 perforated tear-off sheets in its own dispenser. It



is embossed to provide a texture which will not fray, and is strong and durable, unlike ordinary cotton wool. It can be used wet or dry and when wet will hold its shape and can be squeezed out for re-use, say Jackel.

Pur Tearaways will be supported with £100,000 worth of consumer advertising this year, says the company.



## Widening the appeal

Johnson & Johnson launched into the £26 million baby wipes market at the end of last year with baby cloth wipes with baby lotion.

Apart from utilising the existing strengths of J&J's baby lotion, the wipes are of cloth rather than paper and consequently softer and some four times stronger.

Lotion wipes saw volume growth last year of 45 per cent reflecting growing consumer requirements for an effective wipe, the company says.

J&J will be "heavily promoting" the product, which they say will broaden the market.

## Pudgies refill

Nice-Pak International are introducing refill packs into the Pudgies natural range (£1.99). The company launched the baby wipe, moistened only with ingredients found in nature, last Summer in response to consumer demand.

Since then sales have gone from strength to strength, say Nice-Pak, who are confident that the introduction of refills for the flat packs will not only expand the market but also their share of it. The refill pack is made from 76 per cent less plastic which is recyclable as is the cardboard sleeve, already made from recycled paper.



**NEW**

**FROM JEYES**

# **REFILLABLE BABY WIPES**



*Baby Wet Ones, caring for tomorrow's customers, today...*  
**Available from your local chemist wholesaler**



# SAY 'KNICKERS' TO ORDINARY NAPPIES

**T**he success of the cheekiest idea in nappies for a decade is proving remarkable.

A revolutionary, pant-shaped nappy, Peaudouce Ultra 'T' is proving to be as good for business as it is for baby. Neat and slim, Ultra 'T' is changing the nappy market totally.

## New Compact Packs

Eye-catching compact packaging means more nappies fit onto the same shelf space. Each cubic foot works harder for you. And for mums, the packs are easier too.

Peaudouce are continuing to back Ultra 'T' with a substantial advertising spend.

Ordinary nappies don't live up to Ultra 'T'. Soon you won't stock them. You'll say 'Knickers.' And drop them.



**PEAUDOUCÉ**  
**ULTRA T SHAPE**

**KEEPS A BABY DRIER LONGER**

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